

COMMERCE

Actress Margot Robbie becomes face of Chanel No. 5

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Newly-appointed Chanel No. 5 ambassador Margot Robbie is captured by French photographer Karim Sadli. Image credit: Chanel

By LUXURY DAILY NEWS SERVICE

France's Chanel is updating a contractual agreement with Australian actress Margot Robbie.

Announced Sept. 12, the six-year brand has been named the face of Chanel No. 5. A debut campaign shot by Italian film director Luca Guadagnino featuring the "Barbie" star alongside Australian actor Jacob Elordi and the front-running fragrance is set to be released next month.

Ms. Robbie faces Chanel No. 5

Ms. Robbie has been a Chanel brand ambassador since 2018, often dressing in the maison's couture looks on the red carpet.

A leading lady for the Gabrielle Chanel Eau de Parfum, she is no stranger to its beauty releases, but is now deepening the relationship with the globally recognized label ([see story](#)) by connecting the newly-minted spokeswomen and its most iconic scent.

Stills captured by French photographer Karim Sadli precede Ms. Robbie's official No. 5 campaign, due out in October 2024.



A bottle of Chanel No. 5 is sold worldwide every 30 seconds. Image credit: Chanel

Her dual career roles, both in front of the camera as an Academy Award nominee, and behind it, as a producer who champions

female-driven stories, are of note, with Chanel calling Ms. Robbie “a woman who has decided to create the conditions for her own accomplishments, always with the desire to tell stories carried by strong female figures in mind” in a statement.

The team adds that the star’s “career as an actress and producer is impressive, her aura is irresistible, her charisma, both powerful and serene, resonates in every way with the unique character of the iconic N 5.”

As the face of the fragrance, Ms. Robbie follows in the footsteps of icons such as American actors Candace Bergen and Brad Pitt, American model Lauren Hutton, Australian-American actress and film producer Nicole Kidman and, most recently, French actress Marion Cotillard, a No. 5 ambassador since 2020, including in 2021, when Chanel’s signature perfume turned 100.

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