



Fashion Scoops

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Dior has named Greta Lee brand ambassador, as Jonathan Anderson stacks his front row ahead of his womenswear debut on Oct. 1 during Paris Fashion Week.

Lee teased the announcement by wearing several Dior looks at the Venice Film Festival. She donned a custom black satin and green organza cocoon dress with an oversized bow to the premiere of "A House of Dynamite," as brands including Dior, Versace and Bottega Veneta used the Venice red carpet to soft-launch the first looks by their new creative directors ahead of a blockbuster season.

Anderson has drip-fed his women's vision for Dior with outfits for celebrities including Sabrina Carpenter, Mia Goth and Natalia Vodianova, as well as house ambassadors Anya Taylor-Joy, Jisoo, Anna Sawai, Camille Cottin and Beatrice Borromeo.

Lee is the second celebrity after Mikey Madison to join the ranks of Dior ambassadors under Anderson. His relationship with Lee dates back to his previous job as creative director of Loewe, where he cast the "Morning Show" star in several ad campaigns.

"Greta possesses a

natural instinct for dressing. She is everything that I imagine the Dior woman to be: talented, exciting, empathetic and she's great fun to be around," Anderson said in a statement shared exclusively with WWD.

Revealed by her role in Celine Song's romantic drama "Past Lives," Lee also presented a second project in Venice: "Late Fame," in which she appears opposite Willem Dafoe. The American actress is about to gain massive international exposure with her part in sci-fi action film "Tron: Ares," set for release next month.

"I'm beyond honored to

step into this new role as a Dior ambassador — a brand that's pure magic and legendary in every way. To be part of this legacy, especially with Jonathan Anderson at the creative helm, feels like destiny," Lee said.

"I have so much respect for his fearless vision, and how he honors tradition but flips the script with fresh, bold energy. Jonathan's not just a genius; he's a true craftsman, and I'm proud to call him a friend. I can't wait to see where he takes Dior next," she added.

— JOELLE DIDERICH





Greta Lee in custom Dior at the premiere of "A House of Dynamite."