



New Beginnings

Chanel has named Ayo Edebiri as its new brand ambassador in the run-up to Matthieu Blazy's first show on Monday.

"Ayo Edebiri embodies a new generation of genre-defying performers who are constantly pushing boundaries. Her distinctive style, her wit and her singular perspective on the world make her a natural ally of Chanel," the house said in a statement shared first with WWD.

Edebiri is best known for playing chef Sydney Adamu in the series "The Bear" – for which she was won several awards, including a Golden Globe and an Emmy – but she is also a screenwriter and director.

She teased the partnership by wearing Chanel for the premiere of her new film, "After the Hunt," at the Venice Film Festival and the New York Film Festival.

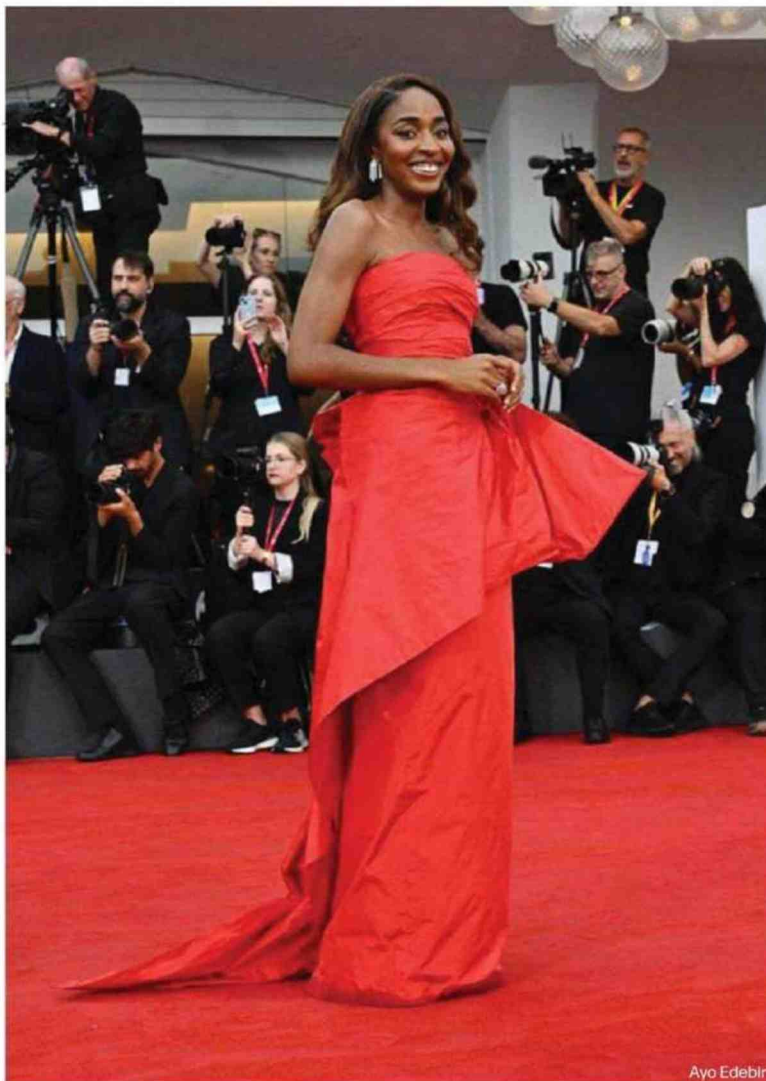
"Ayo is all strength, but at the same time, she is vulnerable enough to always put herself out there," Blazy said. "Nothing can stop her. I admire her boldness, her beauty, her intellect and her choice of artistic projects. She does it all while being incredibly kind and witty, with the warmest smile."

Edebiri is expected to attend Blazy's debut show on Monday evening at the

Grand Palais in Paris.

"Matthieu and I clicked right away. I love his vision, both sensitive and joyful. There is ease and elegance, yet a beautiful internal power. His looks give me confidence, but I still feel like myself. I am so happy to be embarking on this adventure with Matthieu and Chanel," she said.

— JOELLE DIDERICH



Ayo Edebiri

