



## FASHION

# Nicole Kidman Returns as Chanel Brand Ambassador

● The actress joined guests at Matthieu Blazy's debut show for the house at Paris Fashion Week.

BY JOELLE DIDERICH

**PARIS** — Chanel has reunited with Nicole Kidman.

More than two decades after the Oscar-winning actress appeared in a campaign for Chanel's No. 5 fragrance directed by Baz Luhrmann, she is returning as brand ambassador, Chanel said on Monday.

Kidman made her first appearance at creative director Matthieu Blazy's debut show for the brand, joining Ayo Edebiri, another newly minted face of the house. Her look for the show — an oversized white men's tuxedo shirt with baggy jeans — provided the first glimpse of the eagerly awaited collection.

Kidman's appearance at the Chanel spring 2025 show signaled the moment when fashion became entertainment. It was one of the first examples of brands using celebrities as narrative extensions, and helped transform fashion shows into pop culture events.

Then-creative director Karl Lagerfeld staged the show on a red carpet staffed with faux paparazzi, but life imitated art when the "Moulin Rouge" star set off a commotion among snappers covering the show. Kidman rewore the dress from the 2004 ad campaign to the 2023 Met Gala honoring Lagerfeld.

In a statement shared exclusively with WWD, the actress said she was "thrilled" to be joining Chanel as it embarks on a new chapter with Blazy at the helm.

"As someone who has such an appreciation for haute couture, I am so

looking forward to witnessing Matthieu's vision for the oldest haute couture house still in operation and having the opportunity to wear what I know will be gorgeous creations," she said.

"Chanel has always been ahead of the curve, shining a smart and gracious light on women, and I am sure Matthieu will be no exception, just like Karl did in his time," Kidman added.

Blazy dressed the actress during his previous tenure as creative director of Bottega Veneta.

"From the unforgettable Baz Luhrmann film to her countless red carpet looks, Nicole has always been part of the history of the house. Free and ever-changing, she is for me the embodiment of the Chanel woman," he said.

A U.N. Women's goodwill ambassador, Kidman has made it a point to work with female directors, such as Halina Reijn on last year's "Babygirl" and Mimi Cave on "Holland."

"I know we also share a genuine passion for craft and savoir-faire. Having worked with Nicole in the past and now reuniting with her at Chanel is a dream come true and couldn't make me happier," Blazy added.

In an exclusive interview with WWD, Bruno Pavlovsky, president of fashion and president of Chanel SAS, said the brand planned to add new faces to its roster, but would also maintain its relationships with longtime brand ambassadors.

"Of course, Matthieu brings his own set of creative affinities, which are new and incredibly enriching, but not at the expense of existing relationships. On the contrary, it's about adding depth and diversity to the panel of women who represent the brand," he said.



Nicole Kidman in a look by Matthieu Blazy for Chanel.



Nicole Kidman at the 2023 Met Gala Celebrating "Karl Lagerfeld: A Line of Beauty."