

Lancôme names Amanda Seyfried as new global ambassador

By **Laura Shirk** on October, 9 2019 | Fragrances, Cosmetics, Skincare & Haircare



Amanda Seyfried, American actress and singer, is a natural fit for the brand and its charitable cause *Write Her Future* (copyright Nico Bustos for Lancôme)

Lancôme, worldwide leading luxury beauty brand, is excited to announce the appointment of Amanda Seyfried, American actress and singer, as its new brand ambassador. A fan favorite among L'Oréal Group's strong brand portfolio, Lancôme's unique heritage is rooted in the French way of living: effortless.

Bringing her sunny spirit and natural charisma to the celebrated French house of beauty, Amanda said: "It's hugely exciting to be welcomed to this incredible family of women ambassadors, all so different and yet all so united in their mission to represent Lancôme while also embodying the positive virtues and values that empower and bring happiness and self-fulfillment to women around the world."

Having established herself as one of Hollywood's most captivating leading actresses, Amanda is known for her starring role as "Sophie" in the Golden Globe nominated musical film franchise *Mamma Mia*. Other credits include: *Les Misérables*, *Ted 2* and *First Reformed*. Most recently, the leading lady starred alongside Milo Ventimiglia in Simon Curtis' adaptation of *The Art of Racing in The Rain*.

Francoise Lehmann, President of Lancôme International added: “We are so happy to be able to welcome Amanda to our family. As a true Lancôme woman, Amanda brings her immense talent as an actress and singer, her natural beauty, and unequalled zest for life to our world. She perfectly represents our values and we look forward to an exciting time together.”

Outside of her work in the film industry, the 34 year-old is a regular fixture on the red carpet, known for her natural beauty and style. Her down-to-earth approach and glamorous looks have made her popular with international publications.

Beyond the screen, Amanda is passionate about her family & friends and the welfare of animals. Off the clock, she’s involved in the Best Friends Animal Society. As both a young mother and a supporter of charitable causes, she is a role model for young women everywhere, with her ethos tying in well with Lancôme’s own philanthropic cause *Write Her Future*.

Next year, she will star opposite Kevin Bacon in David Koepp’s *You Should Have Left*