

Fashion star Zendaya named Lancôme global ambassador



Zendaya will add her “unique and diverse vision” to Lancôme as global ambassador (Picture: ©Alexi Lubomirski for Lancôme)

Lancôme has announced the appointment of American actress, singer, and fashion authority Zendaya Coleman as the new face of the brand.

Zendaya, aged 22, is set to add her “unique and diverse vision” to the French luxury beauty house.

“It’s a huge honor to be able to represent a brand like Lancôme and join such an incredible line-up of iconic women,” said Zendaya.

Françoise Lehmann, Lancôme International President, added: “We look forward to a joyous future with Zendaya, whose charisma, influence in film, music and fashion is undoubted. Zendaya brings a youthful and a unique approach to beauty that perfectly complements Lancôme’s vision and creativity.”

In 2017, Zendaya starred on the big screen in Marvel’s “Spider-Man: Homecoming” and in “The Greatest Showman”. In 2018, she lent her voice to and sang in the animated film “Smallfoot”.

In Summer 2019, she will take on the lead role in HBO and A24 series, “Euphoria”. She will also reprise her role of MJ in Spider-Man: Far From Home.

Outside of acting, Zendaya is an established name in the fashion industry. She has graced the covers of internationally renowned publications and is a regular red carpet favorite.

With a social media following of more than 54 million, Zendaya has become one of the most influential and prominent names in the industry. She is a role model for her generation and uses her

voice to promote education and positivity.

At the same time, Zendaya's involvement with charitable causes ties in with Lancôme's philanthropic commitment, the beauty house said.