

Fame and fashion

2023's highest profile endorsements included first-time faces, and lifetime collaborations between exclusive designer brands and some of the most loved names in show biz entertainment

Collaborations larger than life, these ten high-profile celebrity endorsements keep the untouchable culture of designer brands alive, as the entertainment industry's most recognisable faces represent indulgent desire.

A bottle of perfume or piece from a designer collection invites a slice of these star ambassadors into the home, bringing glamour to the nightstand. From dream-like design collaborations between Dua Lipa and Versace to Timothée Chalamet's career-defining moment as the face of Bleu de Chanel, the ten biggest endorsement deals of 2023 have amassed significant speculation – aligned to the value of such monumental deals.

VERSACE

Living her best Barbie life, Dua Lipa joined design royalty Donatella Versace in the co-creation of their collection “La Vacanza”. Showcasing designs embellished with butterflies and monogrammed towelling, the distinct baby blue and powder pink palette appears straight out of the Barbie dream house. Dua Lipa's evolution from muse to maker, marks a significant journey for fans of the Versace brand as she follows in the footsteps of this generation's most acclaimed

creatives journeying deeper into the design world. [versace.com/us/en/stories/advertising-campaigns/la-vacanza](https://www.versace.com/us/en/stories/advertising-campaigns/la-vacanza)

SKIMS

The perfect business child of long-time Kardashian collaborator Emma Grede and Kim K herself, Skims has become synonymous with the Kardashian name whilst maintaining aspirational status amongst women around the world. An inclusive line of shapewear, and international brand recognition seems to have cracked the code of desire as the brand flaunts a conservative valuation of US\$4 billion.

Placed as the face of the brand, Kim K's ubiquitous reach creates the perfect marketing storm as she flaunts Skims products across social media with the allure of size inclusive “drops” breaking from the mould of traditional seasonal campaigns. [skims.com/blogs/tv/kim-kardashian-for-skims-shapewear](https://www.skims.com/blogs/tv/kim-kardashian-for-skims-shapewear)

DIOR

Marking ten years since his first collaboration with Dior, Robert Pattinson continues as the face of Dior's men's line for 2023.

Right: Kim Kardashian's Skims collaboartion with Emma and Jens Grede is valued at US\$4bn



Left: Actor Robert Pattinson has a US\$12m deal with Dior
Below: Skims has a focus on body positivity
Bottom: English-Albanian star Dua Lipa – who sings *Barbie* hit *Dance The Night* – has a deal with Versace

Pattinson's original contract as the ambassador of Dior Homme was worth US\$12m across three years, and with the renewal of his contract the actor becomes a stalwart of the brand's fashion campaigns.

As the face of the AW23 Dior Homme Icons campaign, Pattinson modelled a collection of wardrobe staples and accessories that embraced quiet luxury and neutral tones. [dior.com](https://www.dior.com)

CHANEL

Consistently pushing the boundaries of men's fashion Timothée Chalamet's partnership with Chanel as the face of Bleu de Chanel is rumoured to have broken the glass ceiling of fragrance with a speculative value of US\$35 million.

Chalamet shared with Bazaar, that this campaign is “one of the highest honours, if not the highest honour of [his] career” feeling at home on their New York set. Described by Chanel's in-house perfumer as a scent with “just the right amount of conviction and



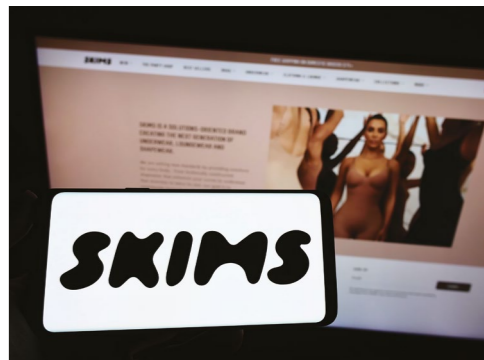
intensity to represent a man who refuses to be typecast” the scent is perfectly portrayed by the silver screen heartthrob celebrated for daring red-carpet looks. [chanel.com/us/fragrance/bleu-de-chanel](https://www.chanel.com/us/fragrance/bleu-de-chanel)

UNDER ARMOUR

Rumoured to boost his total earnings from Under Armour to a staggering billion dollar total, Steph Curry's most recent contract is sure to support

the star on and off the court as one of the few athletes to land a lifetime business deal. Adding to a decade-long partnership, Curry's current deal includes an equity stake in the Baltimore-based fitness brand.

Assuming a broader role within Under Armour, Steph Curry is set to work across the categories of basketball, golf, youth, women, and sports styles to collaborate on a mutually beneficial project for those communities. his



namesake brand and, of course, his personal future. [underarmour.com.au/en-us/c/curry-brand-shoes-and-gear](https://www.underarmour.com.au/en-us/c/curry-brand-shoes-and-gear)

LOUIS VUITTON

Shaking up expectations, a landmark collaboration between Rhianna and Louis Vuitton places her as the face of their 2024 Spring/Summer men's fashion campaign. The campaign superimposes sultry looks atop the daring sensibility of men's bags. Vibrant saturation and an instantly recognisable monogram marks an evolution for Louis Vuitton's men's accessories. A collaboration founded on challenging the status quo for luxury brands, Rhianna's partnership with Louis Vuitton epitomises appeal through pushing the boundaries.

With such a long history it can be hard to ascertain the value of a single campaign, however her ongoing collaboration with the leaders of luxury can certainly be thanked for helping her achieve billionaire status. [louisvuitton.com/eng-au/stories/men-ss-24-rihanna](https://www.louisvuitton.com/eng-au/stories/men-ss-24-rihanna) ■