

'This is ignorant and gross!' Dior is SLAMMED online for casting Jennifer Lawrence in a new ad campaign that claims to celebrate MEXICAN heritage

- Jennifer, 28, has been the face of Dior since 2012 and stars in the fashion house's new campaign for its Dior Cruise 2019 collection
- The designs were influenced by escaramuzas, Mexican horsewomen who perform in a rodeo-like sport called charreada
- In a behind-the-scenes interview, Jennifer said she is excited that the collection is 'celebrating these women's heritage through such a modern lens'
- She also revealed that the shoot took place in California — not Mexico
- People have taken to Twitter and Instagram to criticize Dior for failing to hire a Mexican model for the campaign, which was shot in California

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Dior has come under fire for having **Jennifer Lawrence** star in a fashion campaign that aims to celebrate Mexican culture.

Critics have accused both the brand and actress of cultural appropriation in response to the campaign featuring the Dior Cruise 2019 collection, which was influenced by escaramuzas, Mexican horsewomen who perform in a rodeo-like sport called charreada.

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'One of the main inspirations for this collection is the traditional women riders of **Mexico**, so I am really excited that this collection is looking at and celebrating these women's heritage through such a modern lens,' Jennifer, 28, says in a behind-the-scenes interview.

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Face of the brand: Jennifer Lawrence, 28, stars in the new Dior Cruise 2019 campaign

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Inspiration: The collection was influenced by escaramuzas, Mexican horsewomen who perform in a rodeo-like sport called charreada



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Although Jennifer has been the face of the brand since 2012, many were outraged that Dior cast a white woman in a campaign meant to honor Mexican heritage.

'In the latest installment of white women and dusty a** fashion houses making poor choices: Dior's new collection was inspired by Mexican riders so they got Jennifer Lawrence as the model because of course they did,' one person tweeted.

'The @Dior campaign with Jennifer Lawrence is a great example of how idiotic marketing teams can turn great social movements into bad marketing,' someone else added.

'Get a Mexican model. This is so far off the mark it's crazy and I can't believe more people aren't discussing it. This is Pepsi bad.'

During her interview, Jennifer also reveals that the campaign was shot in California — not Mexico.

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