US model Taylor Hill was this week unveiled as Lancome's newest ambassador. Is she about to become the next big thing?

The 20-year-old Hill is perhaps best known as a member of the exclusive Victoria's Secret Angels club, but the leggy brunette is something of a rising star in the fashion industry.

Taking to Instagram to announce the news, the model said one of her "biggest dreams" had come true. Françoise Lehmann, Lancôme's international general manager, said: "She is a very inspiring young woman for her generation: she is immensely curious, open-minded and has a positive outlook on life."
The move is big news for Hill, who although not yet a household name, has been carving out her niche in the industry for some time. Her career has seen her walk the runway for the biggest houses, including Miu Miu, Versace, Fendi and Chanel. Her role at Victoria's Secret and her catwalk appearances for brands such as Balmain, Topshop and H&M have gained her a bankable status as one of the generation of young and on-trend models with serious social media backing (she has over 4 million followers on Instagram, closing in on Bella Hadid's 5.3 million).

Hill is also well versed when it comes to advertising campaigns, having posed for Jimmy Choo, Miu Miu, Michael Kors and Juicy Couture over the past two years. Her magazine jobs have seen her captured by fashion photographers Mert Alas and Marcus Piggott, who have shot the Lancome campaigns for the past three years.

The news is further evidence of Lancome's increasingly diverse portfolio of faces, which also includes Isabella Rossellini, Julia Roberts, Lupita Nyong'o, and Penélope Cruz.