

INTERNET

Dior films imaginary New York sitting room for fall/winter 2014

July 18, 2014



Dior fall/winter 2014 campaign image

By STAFF REPORTS

French couture label Christian Dior is further explaining the mood of its print advertising campaign for fall/winter 2014 with a social video.

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In Dior's film, shot by Willy Vanderperre, a group of young women sit talking in a modern designed living room within a New York apartment. Adding a campaign video to the marketing effort for a fashion collection shows off the apparel in motion, and further explains the idea behind the images.

Hanging out

Dior first released the still images from its campaign on social media and on its online magazine Dior Mag.

The print campaign shows models lounging on cream couches and chairs in a mostly white room with traditional moldings. Most of the images focus on one model in a front chair, rather than showing the entire group of four women interacting.



Dior fall/winter 2014 campaign image

In the video, models cross the room to peer out the window and talk with each other. As they sit down, they place their handbags down or model sunglasses, showing off more of the line.



Video still from Dior's fall/winter 2014 campaign

Eventually all the models leave the sitting room.

Embedded Video: [//www.youtube.com/embed/rhpR2lJkYao](http://www.youtube.com/embed/rhpR2lJkYao)

Dior Autumn-Winter 2014-15 Ready-to-Wear campaign

Dior has previously used videos of a group of models interacting to show how their collection would fit into consumers' day-to-day lives.

The label targeted affluent men with a new video for its ready-to-wear fall/winter 2013 collection that focused on complex emotions of men while they play a game of pool.

The video titled "The Players" featured a number of men playing pool while wearing the new ready-to-wear items. By showing the clothing in a setting with a well-known game, Dior is able to show men how this apparel fits into their own lifestyle ([see story](#)).

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