

INTERNET

Dior explores art heritage in summer-long content series

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Portrait of Christian Dior by Bernard Buffet

By SARAH JONES

French fashion house Christian Dior is highlighting its connections to the art world both past and present with a series on its online magazine and Instagram accounts.

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Luxury Daily

"Dior and the Artists" takes consumers through the eponymous founder's experience with art, and how it educated his fashion career through articles on DiorMag throughout the summer. Since art and fashion are so intertwined, it makes sense for Dior to explore its own connection to the art world.

"This kicks off a summer initiative that seems to strengthen the association between Dior and art," said Amanda Rue, senior strategist at [Carrot Creative](#), New York.

"DiorMag exists as an in-depth content experience that provides a space for those interested in the brand to explore further and more fully understand the brand's DNA and point of differentiation in the luxury space," she said.

Ms. Rue is not affiliated with Dior, but agreed to comment as an industry expert.

Dior did not respond by press deadline.

Art history

Dior kicked off the series with an article introduction on July 21 that gives consumers a sense of what to expect. The article begins by telling consumers “We’re setting off on a voyage.”



This summer on DIORMAG, follow the path of Christian Dior, stop by expositions across the globe and browse the gallery of the House's icons revisited by the biggest names in contemporary art.
An introduction to the saga, Dior and Art: <http://bit.ly/DiorandArt>



Facebook post from Dior

This explains that Dior will be hosting a look back at the exhibitions throughout its history, from its first retrospective in 1987 up to the Miss Dior exhibit shown in Paris last year.

Dior aimed to further align its women’s fragrance Miss Dior with international artists during a two-week exhibition at the Grand Palais in Paris.

Opened Nov. 13, the free “Esprit Dior, Miss Dior” exhibit was dedicated to the heritage of the brand’s first fragrance created in 1947 to accompany designer Christian Dior’s “New Look” collection. The exhibit highlighted the fragrance’s inspirations through the work of 15 international female artists who were given “carte blanche” to explore Miss Dior’s scent, bottle silhouette, its muses and history ([see story](#)).



Miss Dior exhibit at the Grand Palais

In addition to the DiorMag articles, Dior is sharing one image of an artist's interpretation of the house on Instagram per day. The first, also included with the introduction article, is a painting by Chinese artist Yan Pei-ming, who created his version of a portrait of Mr. Dior in shades of pink.

The following photo on Instagram was a photograph of the brand's store on Avenue Montaigne in Paris captured by Patrick Demarchelier that was included in the 2013 exhibit *Espirit Dior* that was presented in Shanghai.

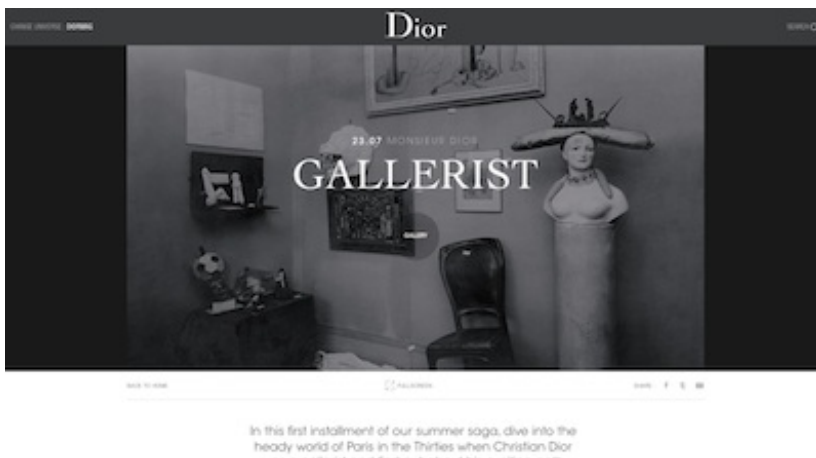


Instagram post from Dior

Another Mr. Dior portrait by Bernard Buffet and a Lady Dior handbag made in chrome by Liu Jianhua were next.

These images are all tagged #ByDior.

Dior posted a second article to DiorMag on July 23, which focuses on Mr. Dior's work as a gallery owner in 1920s Paris. He displayed works by Pablo Picasso and Salvador Dalí.



Dior Mag article

This gallery was the first in Paris to show an oil painting by Mr. Dalí, "The Persistence of Memory." Coming full circle, current Dior creative director Raf Simons took inspiration from the painting for his autumn/winter 2013 ready-to-wear show.

An article on July 24, "Collector" talks about Mr. Dior's penchant for paintings and music, explaining his preferred fine and musical artists.

"Dior is using social media as a distribution channel to increase awareness of the DiorMag series," Ms. Rue said. "As social posts on Facebook and Instagram, Dior is able to educate followers about the campaign.

"While the story is fragmented in social, it provides an ongoing content series that is likely to pique interest and invite followers to explore more, if desired, at DiorMag," she said.

Exhibit tour

Dior hosts frequent, varied exhibits to showcase aspects of its heritage.

The label partnered with the Museum of Contemporary Art in Shanghai, China, in an exhibit titled “Esprit Dior” to display brand history in relation to art, fashion, society and culture.

The Esprit Dior exhibit, which ran Sept.13 through Nov. 10, explored the haute couture fashions created by Dior throughout its history alongside contemporary works of art by Chinese artists. Showing the connection between cultures allows a brand to engage consumers that may be unfamiliar with the brand ([see story](#)).

Dior also delved into its photogenic history with an exhibit and tome focused on the iconic images that shaped the label.

“Dior: The Legendary Images” exhibit opened May 3 at the Musée Christian Dior at Granville, France, while the book was published a month later. Hosting an exhibit gives aspirational fans of a brand the opportunity to share in a part of the brand at an affordable price point ([see story](#)).

Educating consumers about a brand's past helps to show consistency across its lifetime.

"The relationship with art and Dior is a part of the brand's heritage and is intrinsic to the brand story," Ms. Rue said. "This promotion aims to communicate these elements that are inherent to the Dior brand which may not be widely known by a larger Dior fan base.

"As Dior aims to appeal to current fans and attract new audiences, this can educate them about a core element of the brand that explains not just who they are, but where the brand originated and how this is still an integral part of how the brand exists and operates today," she said.

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/XzDHdCgZvQo](https://www.youtube.com/embed/XzDHdCgZvQo)

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