

ADVERTISING

Dior adds to teasers of the new J'adore fragrance effort

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Charlize Theron in Dior teaser

By STAFF REPORTS

French atelier Christian Dior is continuing to tease a Sept. 3 release date for a new J'adore fragrance campaign.



Charlize Theron will once again return to be the face of the campaign. The consistent teasers will likely create a buzz around the fragrance and encourage consumers to return to the brand's social media sites for more information.

Timed release

On Aug. 25, Dior posted a save the date announcement to its social media accounts. The announcement shows a golden orb, likely to be the topper of J'adore's bottle, with text that reads "save the date" and "September 3rd" below in larger lettering.

For the first teaser, found only on Dior's YouTube account as of press time, the viewer is shown a gilded hallway illuminated by chandeliers. Then the camera angle is altered and Ms. Theron, whose face is not shown, is seen walking down the hallway ([see story](#)).



Save the date reminder

Dior's second teaser was released similar to the first on the brand's YouTube channel.

The new video is a 20-second film clip that shows Ms. Theron's interview. This interview features Ms. Theron answering the question "What is the future?"

She talks about how the future is not about more material goods but about looking at the world. At the end of the film the viewer is reminded that on Sept. 3 they will be able to see more of this interview and the campaign.

The small teaser videos and images are likely to build greater attention among consumers and fans.

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