

MULTICHANNEL

## Dior uses geotargeting app to illuminate Esprit Dior experience in Tokyo

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*Dior's Esprit Dior exhibit in Tokyo*

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By STAFF REPORTS

France's Christian Dior is enhancing the visitor experience through a mobile application designed to accompany its Esprit Dior exhibit in Tokyo.

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**Luxury Daily**

Beginning last year in Shanghai's Museum of Contemporary Art, the fashion house's exhibit looks at Dior's heritage in relation to art, fashion, society and culture, from Christian Dior founding the house in 1947 to the modern day under Raf Simons. Since opening in Tokyo at Tokyo Ginza Oct. 30, Dior has engaged its worldwide audience through Instagram.

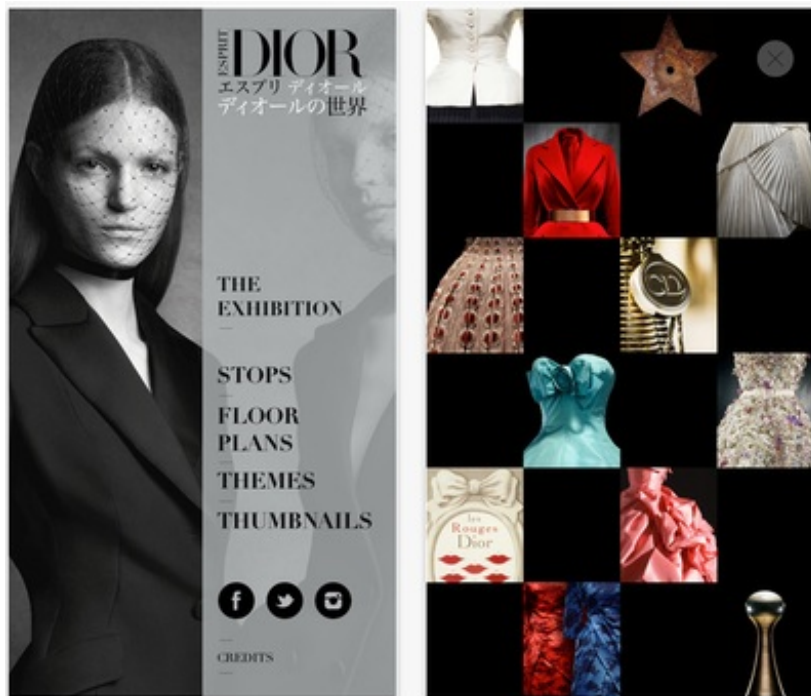
### Visitor's guide

For those able to attend the Tokyo edition of Esprit Dior now through Jan. 4, the fashion house has created an app that syncs to the exhibition hall's wireless network to act as a guide.

The app, as well as the exhibit itself, helps the visitor learn about Dior's haute couture ateliers, the skills of its master perfumers and other aspects of the brand's heritage. Topics include the appeal of Mr. Dior's creations, his friendships with well-known artists of the

day, the influence of Japanese culture on his imagination, his love of gardens, balls, the 18th century and the French art of living as well as making women feel beautiful and happier.

Designs from 1947 to the present were photographed by Patrick Demarchelier for the exhibit, which also includes fragrance bottles, archival photographs and historical documents.



### *Sections of Dior's Esprit Dior app for Tokyo*

Within the app, exhibit visitors will “[open] the doors to the amazing legacy of the House of Dior thanks to its intuitive navigation.” Also, the app will show behind-the-scenes videos of the making of the Esprit Dior exhibit and interviews. All content on the app is shareable via social networks such as Facebook, Twitter and Instagram.

The app is available for free download from the [Apple App store](#) and [Google Play](#), and is available in three languages: English, French and Japanese.

Other brands have looked to mobile apps to heighten a museum experience.

For instance, French jeweler Van Cleef & Arpels enhanced the physical experience of its museum exhibit, “A Quest for Beauty: The Art of Van Cleef & Arpels,” Oct. 27 to Feb. 15 at the Bowers Museum in Santa Ana, CA, with a mobile audio application.

Van Cleef & Arpels’ “A Quest for Beauty” mobile app acted as a curated tour that was designed to guide enthusiasts through the exhibit. Unlike traditional museum plaques, the app aimed to engage enthusiasts on more levels and allowed consumers unable to attend in person to still learn about Van Cleef & Arpels’ designs ([see story](#)).