

INTERNET

Dior extends Marion Cotillard's role from muse to director

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Video still from Dior's "Enter the Game"

By SARAH JONES

French couture house Christian Dior is furthering its collaboration with muse and campaign star Marion Cotillard with a social video featuring "Snapshot in L.A.," a song she co-wrote and performs.

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Luxury Daily

"Enter the Game" shows the actress/singer lounging beside a pool wearing Dior, defying gravity and hopping across the surface of the water and performing choreographed dance moves. Through this branded music video, the connection between Ms. Cotillard and Dior will become stronger for consumers.

"Marion Cotillard is a popular figure in culture, so any of her pursuits are bound to garner a certain level of attention from the public," said Ashley D'Amour, Senior Planner at [Huge](#), New York. "Therefore, it makes sense for Dior to borrow from the interest that follows her.

"This collaboration is also a gesture on Dior's part to prove a deeper level of commitment to their long-standing endorsers, or 'muses,' as I've heard Marion be referenced," she said. "The brand is not just writing checks; it is also playing a part in enabling Marion's creative endeavors. There's a meaningful exchange happening there."

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

Dior did not respond by press deadline.

Defying gravity

Dior first introduced the music track to its followers, posting a link to a SoundCloud recording of Snapshot in L.A.

Ms. Cotillard wrote the lyrics with John Cameron Mitchell, which was backed up by music composed by Villaine.

Dior next shared the music video, both to its social accounts and to its online magazine DiorMag.

Dior's five-minute film was directed by Ms. Cotillard and Elliot Bliss, appears to be set in the Hollywood Hills, when in reality it was filmed at a modern villa in Aix-en-Provence in France. After setting the scene, showing the actress on a lounge chair slipping a CD into a silver Lady Dior bag, the music begins, with light vocals and a single guitar accompanying Ms. Cotillard.



Video still from "Enter the Game"

The actress goes inside the house to grab a drink before walking back outside, this time crossing to the far end of the pool and throwing off her heels. She gets a running start, and appears to be diving feet-first into the pool, but the camera angle shifts to show her bouncing across the water.



Video still from "Enter the Game"

Ms. Cotillard then performs a contemporary dance routine envisioned by choreographer Christophe Danchaud.

Later in the film, the protagonist returns to the pool, surfing across the water, and shows

off more dance moves, leaping in impossible ways.



Video still from "Enter the Game"

The actress eventually dives into the water and swims underwater the length of the pool alongside a scarf. When she emerges, the sun has set.

At the end of the film, Dior gives another shot of its Lady Dior bag, before mentioning the bag by name.

Embedded Video: [//www.youtube.com/embed/5GQsSfzBtzI](https://www.youtube.com/embed/5GQsSfzBtzI)

Enter the Game - Marion Cotillard - "Snapshot in LA"

Letting consumers wonder at the special effects for a day, Dior posted a second article containing a behind-the-scenes video.

Longstanding collaboration

Marion Cotillard has been the face of Lady Dior for multiple seasons.

The most recent campaign for the handbag collection focuses on Paris at night. Ms. Cotillard in the video is primarily standing in a dark city backlit by street lights, car headlights and occasionally the Eiffel Tower. It shows her in various outfits holding the Lady Dior purse.

The contemporary Parisian night owl is displayed through a video and creates a new spin to the campaign ([see story](#)).

In 2011, Dior also launched a short comedy film called L.A.dy Dior Hollywood starring brand ambassador Ms. Cotillard that shows a creative side to the brand while featuring its new handbag line.

Ms. Cotillard is seen throwing a fit in the middle of a photoshoot while holding her Dior bag. The film was released with a few teaser trailers leading up to the launch ([see story](#)).

For one of the comedic films, Ms. Cotillard performed the song "Lily's Body."

"Every effort a brand makes to go beyond traditional endorsements tends to add authenticity to celebrity collaborations," Ms. D'Amour said. "That being said, success ultimately comes down to people's reaction to the video content and how well that content is disseminated and promoted.

"If the content is well-received, it will be a mutually beneficial collaboration," she said.

"We're talking about a partnership between a widely coveted brand and a widely recognized actress.

"The video helps to reinforce many of the traits- elegance, complexity, femininity - for which both parties are already known."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

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