

INTERNET

## Dior captures “urban spirit” of handbag through multifaceted campaign

April 20, 2015



*Dior spring/summer 2015 campaign image featuring the Diorama bag*

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By SARAH JONES

French couture house Christian Dior is illustrating how its Diorama handbag fits into a modern woman's wardrobe through digital content.

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**Luxury Daily**

From a one-minute film featuring fashionistas on the move to DiorMag content delving into the handbag's craftsmanship, Dior is looking to inspire women to update their It bag to the most recent season's release. Since Dior does not sell its handbags through its own digital channels, this varied approach will help get consumers acquainted with the style, inspiring them to go in search of the bag in stores.

"The campaign video highlights the diversity of the product line with stunning visuals, distinct lighting and a clearly urban feel," said Amanda Rue, senior strategist at [Carrot Creative](#), New York.

"Dior aims to communicate the versatile and urban aesthetic of the product while aligning with mindset of the Dior consumer," she said. "It is elevated and elegant in a way that is unique to Dior while also promoting the new products within this collection."

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

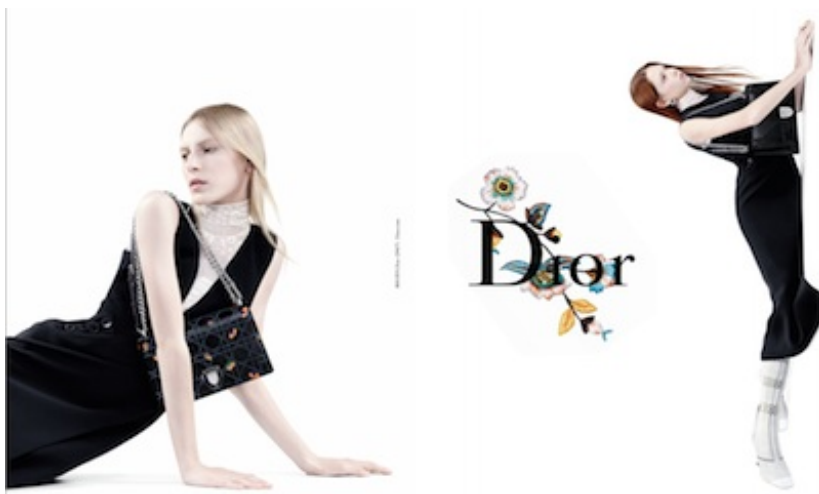
**Dior** did not respond by press deadline.

### Urban appeal

Dior's Diorama premiered on the spring/summer 2015 runway, and is the star of the brand's campaign this season. The brand describes the Diorama as "fashionable and architectural," with its flap construction, chain shoulder strap and metallic shield-shaped clasp.

Looking to inspire updates, the brand calls it the "distinctive mark of the new Dior woman."

In the spring print ads, run in publications such as Tatler and Town & Country, models lounge against the bottom or side of the frame with the handbags over their shoulders.



### *Dior spring/summer 2015 campaign*

Now, Dior is diversifying its efforts for the Diorama with digital content for the bag's release.

A film by Vincent van de Wijngaard captures the "collection of bags that encapsulates ready-to-wear."

At the beginning, a model walks determinably through a shadowy column-adorned space, her Diorama over her shoulder. A secondary model appears in close-up looking head-on at the camera and moving closer to the lens.

Throughout, both are shown walking as if traversing the streets of a city, pausing to sit momentarily in a pantsuit or bomber jacket and miniskirt, showing the diverse situations the bag is appropriate for.

When classic elegance meets a contemporary allure. Our new video featuring the Diorama bag, shot by Vincent van de Wijngaard, captures the urban spirit.

Posted by **Dior** on **Friday, April 17, 2015**

### *Facebook post from Dior*

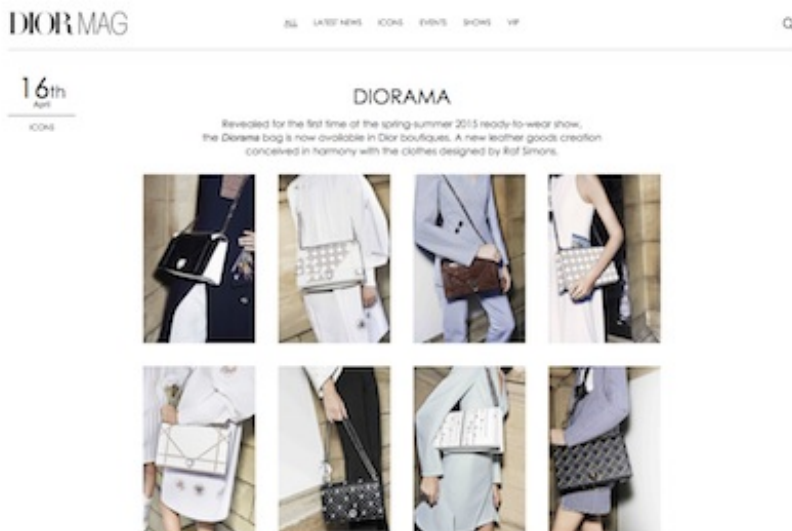
This film can be viewed on both Dior's social media channels and its dedicated page for the collection, where they can explore the range. Different styles feature floral embroidery, eyelets and other decorations.

At the bottom of this page, consumers can watch a video detailing the process behind the Diorama, as artisans cut the calfskin, lay out the framework for the oversize Cannage topstitching, carefully screw together the clasp and run the chain through the top to form the handle.

Embedded Video: <https://www.youtube.com/embed/vKkezbiOdi4>

### *Diorama - Savoir Faire*

On Dior's content site DiorMag, consumers can also see the handwork that goes into the bag through a slideshow. A second gallery captures the handbag's many different styles worn by models wearing as many outfits.



### *Screenshot of DiorMag article*

"The message around urban appeal is communicated through all elements of the campaign and serves as a cohesive creative element," Ms. Rue said. "Each element supports a different part of the story, and supports the urban appeal message in different executions.

"The idea of urban appeal is conveyed through the visual aesthetic and supporting copy across the campaign."

Other efforts around the Diorama have focused on envisioning the handbag within a wardrobe.

Before Diorama's official launch worldwide, department store chain Lane Crawford held an exclusive pre-launch of eight Dior handbags with a social campaign that prompts consumers to visualize the bags within an ideal wardrobe. The retailer's #LCxDiorama contest asked consumers to make a collage of one the handbag and Lane Crawford's apparel, showing their perfect outfit pairing ([see story](#)).

## Creating interest

When asking consumers to invest in a new handbag, leading with craftsmanship can be an effective approach to justify price point.

For instance, U.S. fashion label Marc Jacobs is aiming to make its Incognito the new It-bag with a campaign spanning digital channels.

The label used social media, an email blast, a social video and an ad on The New York Times to introduce the “newest member of its family.” Throughout its effort, the brand focused on the bag’s handmade in Italy calling card, highlighting quality rather than name brand ([see story](#)).

A handbag is a very personal decision that reflects a woman’s individual style, leading to campaigns which focus on setting a mood and profile for a bag.

French apparel and accessories house Chloé helped consumers choose the right handbag by assigning personalities to each style.

In a Web site feature, Chloé illustrated the type of girl that would want a particular bag with street style photos, celebrity shots and fashion editor input. From an email, consumers were told to “pick a Chloé bag that appeals to [their] personal style,” with the promise of learning more about its attitude and how to incorporate it into a wardrobe on the other side of the click-through ([see story](#)).

Dior's campaign seeks to catch consumer attention across touchpoints with a consistent message.

"This full campaign includes integration with DiorMag, social media content, video elements and a deeper product experience on the Web site," Ms. Rue said. "The pieces work together to tell one complete narrative around the product, its origin and places it within a modern and urban context.

"The messaging throughout the campaign seems cohesive across all extensions," she said.

"This approach gives the audience multiple touch points that work together to tell the full product narrative that positions the Diorama collection for a modern and urban woman."

## Final Take

*Sarah Jones, staff reporter on Luxury Daily, New York*

Embedded Video: <https://www.youtube.com/embed/sLsS8SgdH3s>