

INTERNET

Dior looks to makes waves with summer beauty look

April 27, 2015



Campaign image for Dior's Tie Dye collection

By SARAH JONES

French couture house Christian Dior is inviting consumers to bask in the sun with its beach-inspired Tie Dye look campaign.

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Luxury Daily

For the summery brightly colored cosmetic line, Dior created an array of online content centered on a blonde model traipsing around with a multihued umbrella. Dior may not traditionally be associated with beachside settings, but this effort may help convince consumers to make the brand part of their summer beauty routines.

"Dior's Tie Dye beauty collection promises sun-washed and flamboyant colors well-suited for the upcoming summer season," said Jim Gentleman, senior vice president of account management and strategy at [SK+G](#), Las Vegas. "Through its Web site and social media platforms, Dior is showcasing a timely product line in a colorful, lighthearted fashion in tune with summer fun."

Mr. Gentleman is not affiliated with Dior, but agreed to comment as an industry expert.

Dior did not respond by press deadline.

To dye for

Dior's Tie Dye collection includes an eyeshadow palette in iridescent shades of nude and oceanic tones, a series of lipsticks with a core in the shape of the CD logo in a different shade. The brand's Diorskin Nude Tan also gets a new look with a bright marbled compact.

To introduce the collection to consumers, Dior shared a series of photos on social media. In one, a model partially hides behind a tie-dye umbrella in blues and pinks, revealing her golden nailpolish.



Dior Tie Dye campaign image

Also shared via social channels is a short film featuring the products. Set to an energetic track, the video opens with an aerial view of a grid of tie dye umbrellas being opened on a pristine beach.

Against the shadow lines created by a fence, Dior's collection is shown animated, with a compact opening by itself. At the end, the rotating dyed interior of the Diorskin Nude Tan product turns into a brightly colored circular tie dye pattern which takes up the screen behind the Dior logo.

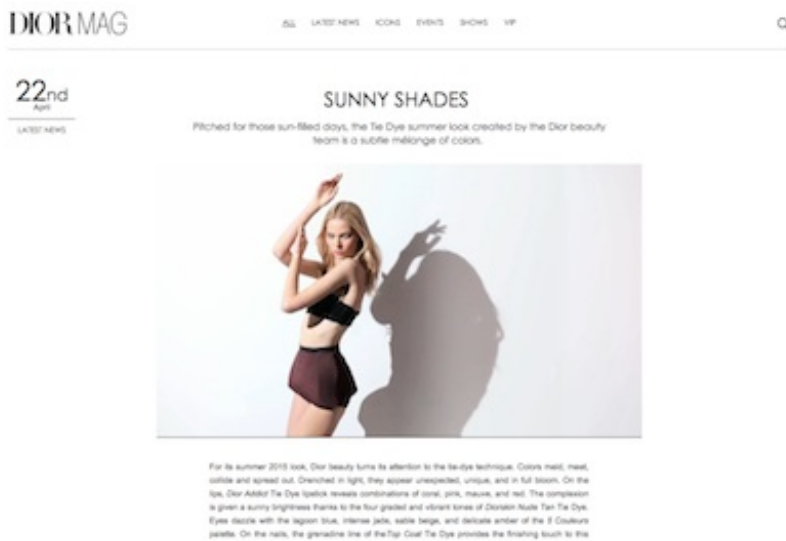
Indulge in the Dior beach and enjoy the sunset colour combinations of the Dior 'Tie Dye' Summer Look. on.dior.com/summerlook15

Posted by Dior on Thursday, April 23, 2015

Facebook post from Dior

From social media, consumers are directed to Dior's content site DiorMag, where they can view additional content.

This includes a short 15-second film, which shows a model casting shadows on a white background. To the same underscoring as the other film, she dances with the umbrella as a prop.



Screenshot of DiorMag

A separate article shows the look the model wears in the campaign being applied to a separate model. This both serves to educate consumers how to use the products and show how they look on different faces.

The tutorial video follows the process of creating the look step by step without any voiceover or narration. Instead, consumers get a photographic understanding of how to use the line, with the products listed in text as they appear.

Embedded Video: <https://www.youtube.com/embed/iEboa-uepxk>

Dior 'Tie Dye' Summer Makeup Collection 2015 - Application Secrets

This content is also included on the product pages, guaranteeing that Dior's online audience will see the stylized videos and photos no matter where they connect with the collection.

"Dior's well-produced, visually intriguing Tie Dye videos effectively showcase both the spirit and substance behind this beauty line," Mr. Gentleman said. "By providing daily Tie Dye updates and content on Facebook and other social media platforms, Dior is driving awareness and engagement among its fans just in time for the summer fashion shopping season."

Cosmetic content

For its beauty launches, Dior typically publishes content across its platforms.

For instance, the brand spread the message that its Dior Addict Fluid Stick is not a lipstick with a multi-platform campaign.

Dior is using a dedicated YouTube landing page, its new Backstage makeup microsite and social media accounts to promote its lip product. By hitting all of its digital platforms with varied content, Dior is able to ensure that consumers receive the message, however they interact with the brand ([see story](#)).

Dior topped L2's beauty rankings, gaining recognitions for its digital efforts.

Beauty is an especially successful ecommerce category with distribution, online reviews and search visibility on retail sites being the most important factors when it comes to giving some brands an edge over others, according to L2's latest report.

The "Insight Report: Prestige Retailer Ecommerce" details the digital IQ of beauty brands in today's market and found that those that focused on both online reviews and search visibility were more successful than their competitors. The study's statistics revealed that brands such as Estée Lauder and Christian Dior have been especially savvy in these departments ([see story](#)).

This takes Dior's approach for beauty campaigns and makes it relevant to warmer months.

"As a modern, fashion-forward brand, Dior is typically sophisticated and sleek in its marketing approach," Mr. Gentleman said. "While true to the Dior brand, the Tie Dye campaign showcases a lighter, brighter side of Dior consistent with the summer timeframe."

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/iJnfdE4cwsQ>

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