

INTERNET

## Dior takes consumers behind-the-scenes at Cannes Film Festival

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*Dior Vemis gel-effect nail polish*

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By KAYSORIN

French fashion house Christian Dior is taking consumers behind-the-scenes at Cannes Film Festival with a video series set in the Dior suite at the Hotel Majestic.

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**Luxury Daily**

The series will capture significant moments at the suite during the course of the festival May 13-24, and has so far featured the suite's magical transformation at the start of the festival and French actress and filmmaker Lola Bessis having her makeup done by makeup artist Phophie Mathias. Giving its followers an intimate perspective of the festivities will allow Dior to connect with consumers in a unique way.

"In this video Dior is lifting the veil from its mysterious creative process and invites consumers into its private Cannes suite, before it even opens," said Yuli Ziv, founder/CEO of [Style Coalition](#), New York. "This approach proved to be successful for luxury brands, allowing them to share exclusive content with the fans on social media, while remaining in control of the creative message."

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

**Dior** was unable to respond by press deadline.

## The suite life

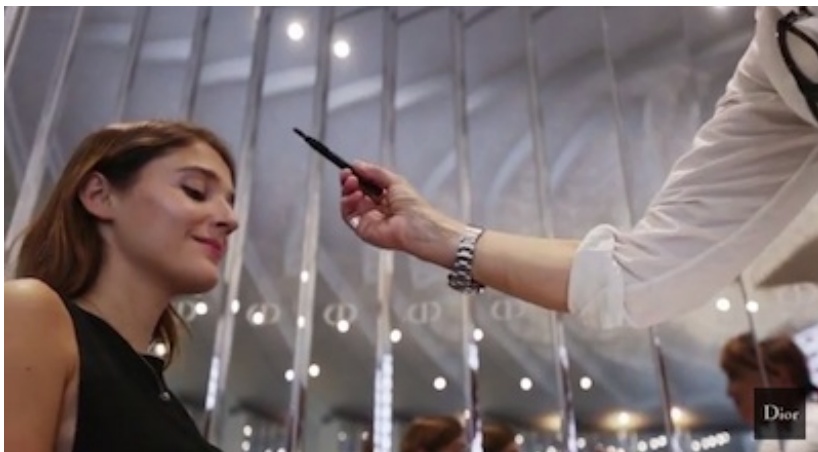
The first episode of Dior's video series at Cannes shows the famous Christian Dior suite at the Hotel Majestic being transformed for the arrival of the brand's many celebrity guests and ambassadors. The time-lapse video was shared on Dior's YouTube channel.



*The Dior suite at the Hotel Majestic in Cannes*

The video opens with the empty suite being completely refurbished with new carpeting, mirrored walls and light fixtures. A team of workers brings in new furniture, arranging tables and chairs and setting up makeup stations.

In the center of the suite Dior installed a large, neon display featuring the brand's many lipstick colors. There is also a wall of nail polish, and visitors to the suite can get manicures and pedicures.



*Ms. Bessis has her makeup done by Ms. Mathias*

The second video in the series takes place in the redecorated suite and shows Ms. Bessis having her makeup done by Ms. Mathias, an artist who has worked with Dior for many years. It opens with Ms. Mathias applying eyeliner and mascara to Ms. Bessis, focusing in on the bottles of Dior makeup on the table.

Dior's video series allows consumers to see behind-the-scenes of one of the most famous film festivals in the world. Having it set in the Dior suite gives the series a more intimate feel that suggests the viewer is participating in a private world of luxury.

The [video series](#) can be viewed on YouTube.



*Ms. Bessis is a french actress and Dior brand ambassador*

Lights, camera, action

The video series comes at an ideal time to reach out to consumers.

Luxury houses such as Kering and Chopard are currently rallying together to celebrate the 68th Cannes Film Festival through initiatives honoring their cinematic ties and the industry as a whole.

Held annually since 1946, the international film festival has been a glamorous affair that has given starlets red carpet opportunities and brands a platform to show off their designs, while also highlighting their role in cinema, both on-screen and behind-the-scenes. In general, luxury houses are deeply connected to the art world, and cinema may be the foremost art form associated with wealth and high-end goods ([see story](#)).

Dior has previous used behind-the-scenes footage to appeal to consumers and connect on a more intimate level. For example, the French fashion house documented the creation of one of its couture pieces from the spring/summer 2015 collection through a short film.

The video, titled "One Look. Christian Dior Haute Couture SS15" was produced in collaboration with the creative collective Visionaire and U.S. lifestyle Web site Refinery29. It showed how a dress is constructed, from its beginning in Dior's atelier in Paris, to being pleated, cut, sewn and finally displayed on the runway ([see story](#)).

The Cannes video series gives a similar intimate perspective of Dior's efforts.

"The video showcases Dior's commitment to detail, whether it's a gown or a luxurious suite," Ms. Ziv said. "The behind-the-scenes feel of the private suite introduces a sense of exclusivity, which is an integral part of the brand.

"The attachment to the luxurious Cannes festival makes it a natural fit for the brand."

Final Take

*Kay Sorin, editorial assistant on Luxury Daily, New York*

Embedded Video: [https://www.youtube.com/embed/pW\\_A9PH3y00](https://www.youtube.com/embed/pW_A9PH3y00)

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