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Dior sets the stage with behind-the-scenes look at eye makeup

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Diorshow makeup

By STAFF REPORTS

French fashion house Christian Dior is going backstage with a look at its Diorshow mascara and other eye makeup options.

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A short film was posted on the brand's Facebook, and a click-through link brings consumers to a dedicated site offering further detail about each item used in the video. A quick, upbeat video will grab the attention of fans and the link will likely be able to educate consumers about each product.

Showing off

The Diorshow video starts with a model fixing her makeup in a compact mirror. The camera zooms in to her eyes and demonstrates the application of her eyeliner and eye shadow. Imagery of the products used cut between the shots of her eyes.

On the click-through link, consumers are informed that the Diorshow makeup is composed of options crafted from makeup artist's tools.

The show starts backstage... Discover the new Diorshow mascara for

spectacular catwalk eyelook:

on.dior.com/diorshowbackstage#diorshowbackstage

Posted by **Dior** on Monday, June 1, 2015

Consumers are able to scroll down and learn more about each item and see images and videos of the makeup being applied.

Previously, Christian Dior let enthusiasts become backstage pros by visiting its Backstage Makeup School to explore new products through content and tutorials.

Dior directed fans of its cosmetics to the microsite through its Backstage Pros' Instant Beauty Solutions product promotions on its social media pages. The brand's Backstage Makeup School featured a range of products to allow consumers to find more of what suits their personal style, while learning more about what the brand offers ([see story](#)).

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