

ADVERTISING

Dior lights up its beauty collection for first Peter Philips-designed line

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Video still from Dior Makeup's Cosmopolite campaign

By JEN KING

French fashion house Christian Dior is capturing the idea of a “cosmopolite” woman through a branded beauty collection of the same name.

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Luxury Daily

The Cosmopolite cosmetic collection is the first created by Dior Makeup’s creative and image director Peter Philips, who joined the house in March 2014. To celebrate the first range created by Mr. Philips after becoming fully acquainted with the house over the last year, the brand developed a video paying homage to the “magnetism and versatility of the cosmopolitan Dior woman.”

"Peter Phillips has a distinct and unique vision for the new fall makeup collection that both complements Dior’s legacy for luxury, elegance and tradition, as well as challenges the misconceptions of stagnancy with a unique perspective," said Sebastian Jespersen, CEO and president of **Vertic**, New York.

"This unusual approach curates a sense of curiosity in the consumer and extends into the brand, creating mystery all the while driving awareness and likely to grab attention to the key influencers who can amplify and push the product hype," he said.

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

Dior was unable to respond directly by press deadline.

Mirror mirror

The limited-edition Cosmopolite collection features 22 products including Dior Vernis nail polish, Dior Addict Fluid Stick lipstick, Dior Addict Fluid Shadow and the brand's 5 Couleurs eyeshadow palette.

Colors in the range are described as “intense” and feature “mirror-like effects” that work together to create a cohesive look. The items can also be used separately to enhance a woman's beauty routine regardless of culture and style.

Brand founder Mr. Dior was quoted to say, “The world is marvelously filled with delightful women whose figures and tastes offer an endless diversity and source of inspiration.” As with many efforts put forth by Dior, the Cosmopolite collection references the brand's founder as a source of inspiration reinterpreted by current creative director Raf Simons.



Cosmopolite products by Peter Philips for Dior Makeup

In an interview with [Style.com](https://www.style.com), Mr. Philips described Mr. Simons' vision of the Dior woman as being “hyper-feminine” and “multifaceted.”

To capture this notion and promote the collection, Mr. Philips worked with director Pierre Debusschere to craft a “poetic film in the image of a Dior woman, modern and unexpected.”

For the video, Mr. Debusschere played with three beauty looks created by Mr. Philips on the featured model. To achieve this, Mr. Debusschere used three different lighting techniques.

In the aforementioned [Style.com](https://www.style.com) interview, Mr. Philips also said, “Frozen images are beautiful and capture a moment, but you lose a little bit of the effect of shine luminosity. If a girl moves, you see how a lip gloss, skin texture, glow on the cheek or sparkle on the eye comes alive. With a moving image, you can see the light caressing the skin and capturing

and reflecting the essence of a makeup product.”

Mr. Philips’ point was brought to life using the Cosmopolite 5 Couleurs palette of bright graphic blue and cool silver shadow in Mr. Debusschere’s 30-second video that shows a model moving in different directions in accordance with the lighting effect used.

For example, a “scanning light” technique was used create “fluid and mysterious transitions between the shots as if they were melted right onto the skin” while the “moving mirror light” effect creates shadows and light on the model’s face to enhance the “cool sensuality” of the silver tones.

The last technique used was a classic light that works to capture the models luminosity and grace. Together these lighting effects mix and overlap using a visual “layering” process that places one image within the contour of another.

"[Dior's] use of special effects further elicits curiosity and mystery," Mr. Jespersen said. "Consumers can identify with the possibilities of evolving into their ‘new’ selves, the person they wish they were more like and who exudes excitement, is exotic and mysterious and similar to the effects, the concept is that nothing is ever what it seems as referenced in the creative i.e., we are unable to fully view the completed faces.

"The brand uses mystery and curiosity to drive awareness and amplification; creating intrigue so as to incite users to want to learn more about the product offering and further their consumer decision journey into engagement and consideration," he said.

Embedded Video: <https://www.youtube.com/embed/vr-00e80IWs>

Dior’s Cosmopolite, fall makeup collection 2015

Enlightening a look

Dior paid similar attention to the first runway beauty look designed by Mr. Philippe when he joined the house.

Dior introduced its new creative and image director of Dior Makeup, Peter Philips, through backstage footage of the Dior cruise 2015 show.

Held on May 7, 2014 at the Navy Pier in Brooklyn, Dior steadily released content regarding the fashions seen during the show, the runway venue’s design and celebrities who attended the event to its news blog, DiorMag. Also, DiorMag posts concentrated on the beauty seen at the show ([see story](#)).

As with fashion designers, those in the beauty creative role behind-the-scenes have been playing a more transparent part in cosmetic marketing.

For instance, British makeup artist Pat McGrath promoted a number of the luxury brands she works with by sharing behind-the-scenes images of this year’s New York Fashion Week in February 2015 on Facebook.

The brands themselves, such as Dolce & Gabbana and Givenchy, often post images of backstage beauty from their fashion shows on social media, but it is less common to see

these posts from an unaffiliated individual in the industry. Ms. McGrath's posts likely increased brand awareness for those featured and provide consumers with an outside perspective ([see story](#)).

When a beauty collection is inclusive of the global consumer who may purchase, the brand furthers its relationship with the intended audience, no matter where or who they may be.

"Making a collection that is universally flattering both shows the neutrality of the brand as well as increases market share by widening the range of its target audience. Additionally, being globally versatile reinforces Dior's brand equity as a global luxury brand and one that is easily recognizable across all markets, demographics and regions.

Final Take

Jen King, lead reporter on Luxury Daily, New York

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