

INTERNET

## Dior redefines fragrance application for consumer exploration boost

September 25, 2015



*Dior's J'adore and J'adore Touche de Parfum*

---

By JEN KING

French couture house Christian Dior is giving consumers creative control over how to apply its newest scent, J'adore Touche de Parfum, by comparing the application with a ritual.

[Sign up now](#)

**Luxury Daily**

Dior's latest addition to the J'adore fragrance line was announced on Sept. 23 with content published to the brand's online magazine, DiorMag. Content posted delves deep into the scent and marketing communications created to promote J'adore Touche de Parfum, allowing consumers to get a solid grasp on the fragrance's characteristics.

"It's smart because it allows Dior to control the environment and deepens the communication with its consumer," said Terry Rieser, co-founder and COO of [Tag Creative](#). "I think it strengthens its position as a fashion authority in a way that is uniquely Dior."

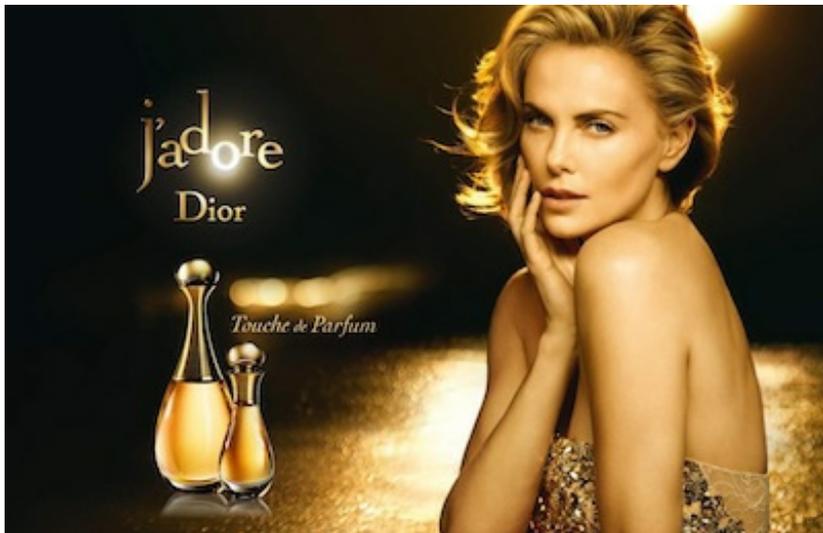
Ms. is not affiliated with Dior, but agreed to comment as an industry expert.

[Dior](#) was unable to comment directly by press deadline.

A new ritual

Using its social media accounts, Dior directed its consumers to DiorMag through posts that did not give away too much information about J'adore Touche de Parfum. Instead, Dior placed all of its content within DiorMag, a source for all brand happenings.

The first post on Sept. 23 introduced the fragrance and its brand ambassador Charlize Theron. For more than a decade the actress has been the face of the J'adore fragrance collection, making her a likely selection for the new campaign, which also ensures a sense of trust among consumers when a new scent is launched.



*Charlize Theron for Dior's J'adore Touche de Parfum*

"Charlize is the literal embodiment of the J'adore brand so I couldn't imagine any other woman being the face of that iconic bottle," Ms. Rieser said. "When you create such a strong relationship with a line as she has done, it's integral to maintaining brand consistency."

Ms. Theron last starred in Dior's updated multichannel campaign for the original J'Adore last September ([see story](#)).

Dior continued sharing details about the campaign for J'adore Touche de Parfum with a behind-the-scenes image of Ms. Theron and photographer Peter Lindbergh, who shot the campaign.

A full version of the film created for J'adore Touche de Parfum can be viewed on DiorMag as well, but as of press time, the video had not yet been shared socially beyond YouTube by Dior. In the video, Ms Theron wears a gold shimmery dress that shines as she walks down a darkened street approaching the camera.

When Ms. Theron gets closer to the camera, the angle changes to show different aspects of her body and golden gown.

Embedded Video: <https://www.youtube.com/embed/Oud1jAY4rj0>

*Dior J'adore – The new visual – Behind the scene*

Dior's video content was followed by two posts that are more focused on the fragrance itself.

The first describes J'adore Touche de Parfum as a “new page in [J'adore's] sparkling story,” as this scent is redefining how women apply fragrance, meaning that Dior is encouraging consumers to wear the perfume either on its own or with others in the collection for a layering effect.

Dior suggests layering the scent with other J'adore fragrances such as L'Or, Eau de Parfum, L'Absolu and Voile de Parfum. This is achieved through blotting J'adore Touche de Parfum on the skin using its cap.

Dior's exclusive perfumer-creator Francois Demachy created J'adore Touche de Parfum to adapt to the “ritual and character of each woman to tell a story of her singularity” by responding to her skin. This concept is being expressed socially through the hashtag #MakeJadoreYours.

As with much of Dior's design and marketing strategy, this is linked to the brand's eponymous founder, who was quoted as saying, “Just like your clothing, your perfume expresses your personality. Thus you can change it, according to your mood.”

On its own, Dior's J'adore Touche de Parfum has notes of damask roses, sambac jasmine and Sri Lankan sandalwood. These notes are then explored further in a second film shared to DiorMag.

The video stars Ms. Theron, who also narrates, speaking of how only the wearer can “feel a fragrance” and “explore [her] essence.” Visuals show the J'adore Touche de Parfum bottle in detail as well as the elements of the fragrance such as chips of sandalwood and blossoms and petals of roses and jasmine.

Embedded Video: <https://www.youtube.com/embed/mGFEfcm2630>

*Dior J'adore à l'infini*

J'adore Touche de Parfum retails for \$92.

### Stacked scent

Recently, there has been a surge in niche fragrance brands and bespoke scents that allow consumers to match their moods or personalities directly to a perfume. Layering scents is also trending, but many consumers may not feel confident to do so on their own without the direction of a trusted brand.

For instance, French fashion label Givenchy is allowing consumers to create their own scent profile each time they wear Ange ou Démon Le Parfum & Accord Illicite, a fragrance duo.

Consumers can either wear the fragrances together for a layered scent profile, or wear them alone. To layer, the consumer would spritz on Le Parfum before adding Accord Illicite drops to the pulse points ([see story](#)).

"[At Tag Creative we] see the brands we work with and the beauty industry as a whole beginning to shift toward the trend of personalization and customization," Ms. Rieser said.

"These are important trends that capture the spirit of consumers today.

"We are clearly seeing an array of demographics seeking brands that understand their need for a deeper level of personalization," she said. "It is no longer about finding a brand that you associate with, but more identifying a brand that customizes to the consumer."

Final Take

*Jen King, lead reporter on Luxury Daily, New York*

Embedded Video: [https://www.youtube.com/embed/JMI5\\_SCZL1g](https://www.youtube.com/embed/JMI5_SCZL1g)

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.