

INTERNET

## Dior journeys to ancestral home using 360-degree video

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*Dior Prestige skincare*

By STAFF REPORTS

French atelier Christian Dior is welcoming consumers to its founder's childhood home in Normandy, France to better understand its Dior Prestige skincare line.

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Mr. Dior was raised in Granville, Normandy in a villa, preserved by the brand to this day, that continuously acts as a source of inspiration for its wares, especially the property's extensive gardens. Dior's marketing communications always keep its founder close to its overall message, often using his idiosyncrasies and passions as a focal point as the brand continues Mr. Dior's legacy.

### Promenade with Dior

The Granville house has been included in Dior Prestige skincare marketing in the past, but it has not been a fully immersive experience for the consumer. Past efforts have included videos that explore the villa's gardens and grounds but do not put the discovery in the hands of the consumer ([see story](#)).

Now a video shared to social media allows the consumer to feel as if they are visiting Granville through a 360-degree immersive experience. When the video begins the consumer has the option to use the mouse cursor in a 360-degree movement to get a better sense of the property.

The video concentrates mostly on the gardens at Granville and the nearby bluffs, as the sea air affect the roses that grow on the property. These are also the roses used in Dior Prestige skincare, thus personally connecting the late Mr. Dior with today's product offerings.

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**Dior Prestige - The origins of the Rose de Granville, 360** Get an exclusive 360 immersive experience in Christian Dior's childhood house in Normandy, France and discover the origins of the Rose de Granville, jewel of Dior Prestige.

Posted by **Dior** on Friday, October 16, 2015

Interactive videos have been used by luxury brands to share current happenings, such as a new flagship store.

For instance, in September 2013, Italian fashion house Gucci took consumers inside its men's flagship store in Milan through an interactive view on Google Maps.

Through Google Business Photos the label was able to give a 360-degree view of the inside of the store through the Google Maps feature. Since the store opened months before, Gucci was likely trying to increase awareness of the location and encourage consumers to stop in ([see story](#)).

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