

ADVERTISING

Dior maintains consistency with new Marion Cotillard campaign

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Marion Cotillard in Dior's Lady Bag campaign

By STAFF REPORTS

French fashion house Christian Dior is releasing a new campaign for its Lady Dior handbag that continues an ongoing theme by featuring French actress and brand ambassador Marion Cotillard.

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Ms. Cotillard has been the face of numerous Lady Dior campaigns in recent years, representing the inventive but reserved style that the brand strives for. While the latest campaign will certainly differ from its predecessors, perpetuating a continuous aesthetic may help Dior connect with consumers.

Lady legacy

The new campaign depicts Ms. Cotillard in a new setting, a luxurious bedroom in which she reclines on silk sheets. The images are more intimate than previous Lady Dior campaigns that feature the actress, making the new campaign stand out for its unique illustration of the product.

Dior chose photographer duo Mert & Marcus to capture Ms. Cotillard's elegant and sensual poses for the project. In the two images that have been released, she wears a sleek black dress from Dior's cruise 2016 collection and carries the Lady Dior handbag in red and bronze.



Ms. Cotillard lounges on a bed with the Dior Lady Bag

While Dior continued its work with Ms. Cotillard for this campaign, the house is not afraid to work with less traditional muses.

For example, earlier this year the French fashion house leveraged pop star Rihanna's celebrity and modernity in the latest installment of its Secret Garden advertising campaign.

The singer was the first to release any of the campaign images, posting them to Instagram May 13 ahead of Dior's May 14 publication, creating a media frenzy and gaining the attention of her millions of social media fans. Building interest before the full campaign was released on May 18 helped draw an audience for the big reveal ([see story](#)).

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