

INTERNET

Dior brings bespoke approach to eyewear with customization platform

November 11, 2015



Dior Secret Garden campaign image featuring Rihanna

By STAFF REPORTS

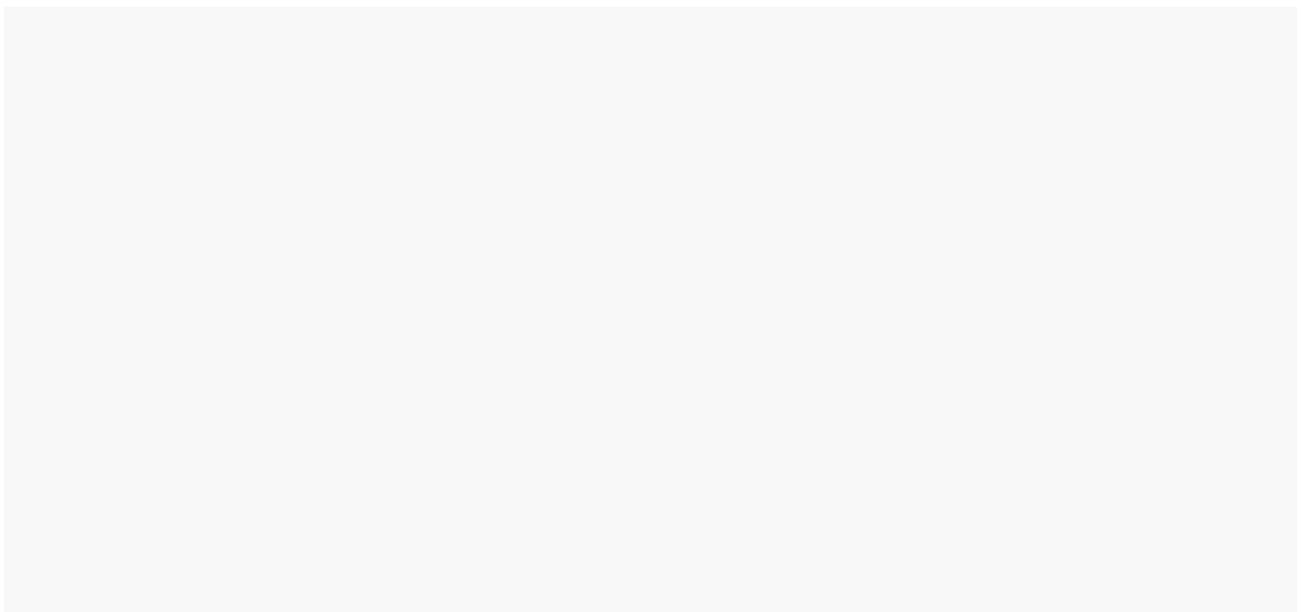
French couture house Christian Dior is giving consumers the opportunity to view the world through a unique lens with the launch of a customization platform for its eyewear.

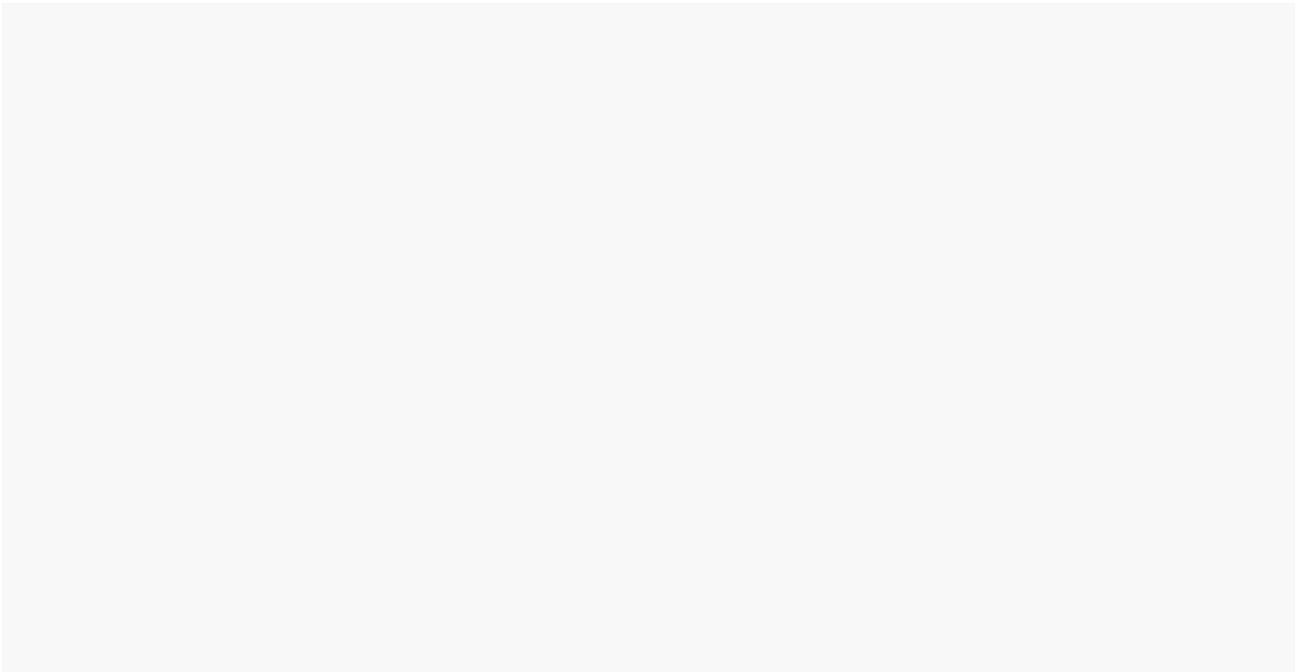
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#MyDiorSoReal lets consumers build a pair of sunglasses to their specifications, selecting the type of lens and color of various parts of the frame. Choosing eyewear for this customization effort will enable Dior to introduce its bespoke capabilities to an entry-level audience.

Frame of mind

Dior introduced its customizable sunglasses via a short social video. Throughout the film, pairs of varying colors tick by, showing the many possibilities accessible beyond the click-through.





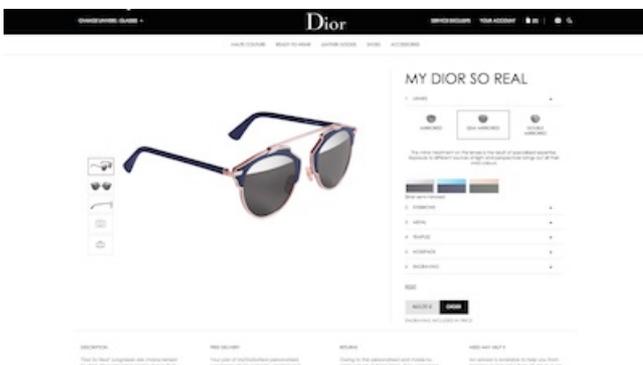
A video posted by Dior Official (@dior) on Nov 11, 2015 at 3:31am PST

When consumers follow the link shared, they are taken to a microsite to start their personalization.

For this platform, Dior has kept the style option streamlined, offering the capability for a single futuristic model of frame.

They can first select whether they want their lenses to be mirrored, followed by the choice of eyebrow, temple and nosepiece colors. They can also pick a hue for the metal detailing across the top of the frame.

Up to 18 characters can be engraved in tone-on-tone, included in the \$708 purchase price.



Dior So Real platform

Dior, much like many of its peers, only offers ecommerce for select items, choosing to keep its online store limited to entry-level items.

French atelier Chanel has unveiled its first ecommerce Web site for the fashion division in the United States to sell its sunglasses collection.

Instead of a category-wide launch of ecommerce, Chanel has taken a slower path to brand-operated commerce by offering first skincare and beauty products, and now entry-level sunglasses to test the waters. Launched on Nov. 4, Chanel takes a holistic approach by creating an omnichannel ecommerce experience to complement its bricks-and-mortar boutiques to better serve consumers through enrichment and customization ([see story](#)).