

INTERNET

## Dior celebrates "art of gifting" with cosmetic cityscape

December 11, 2015



*Dior Art of Gifting campaign image*

By STAFF REPORTS

French fashion house Dior is translating its couture craftsmanship into gift giving with a carefully assembled beauty collection.

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Specially for the holiday season, Dior's online beauty boutique has unveiled a bespoke gifting program, in which consumers can build a personalized gift for a loved one, complete with a personalized message, which will arrive tied with a golden bow. While beauty may be a more entry-level category for Dior, showing that the same consideration goes into its cosmetics may help inspire consumers to pick the brand for their gifting needs.

### Season's greetings

On Dior's site, consumers can put together their own gift set, whether skincare, cosmetics or fragrance for men or women. Consumers can add items to fill their box via an interactive touchpoint, watching the products be placed inside as they are added.

A short "Holiday Lights" video takes a tour of a city built of Dior cosmetics. At the start, the initials CD rotate on their side to reveal a landscape of skyscrapers.

Consumers are whisked along a bridge beside perfume bottles, which wizz by as if they are cars.

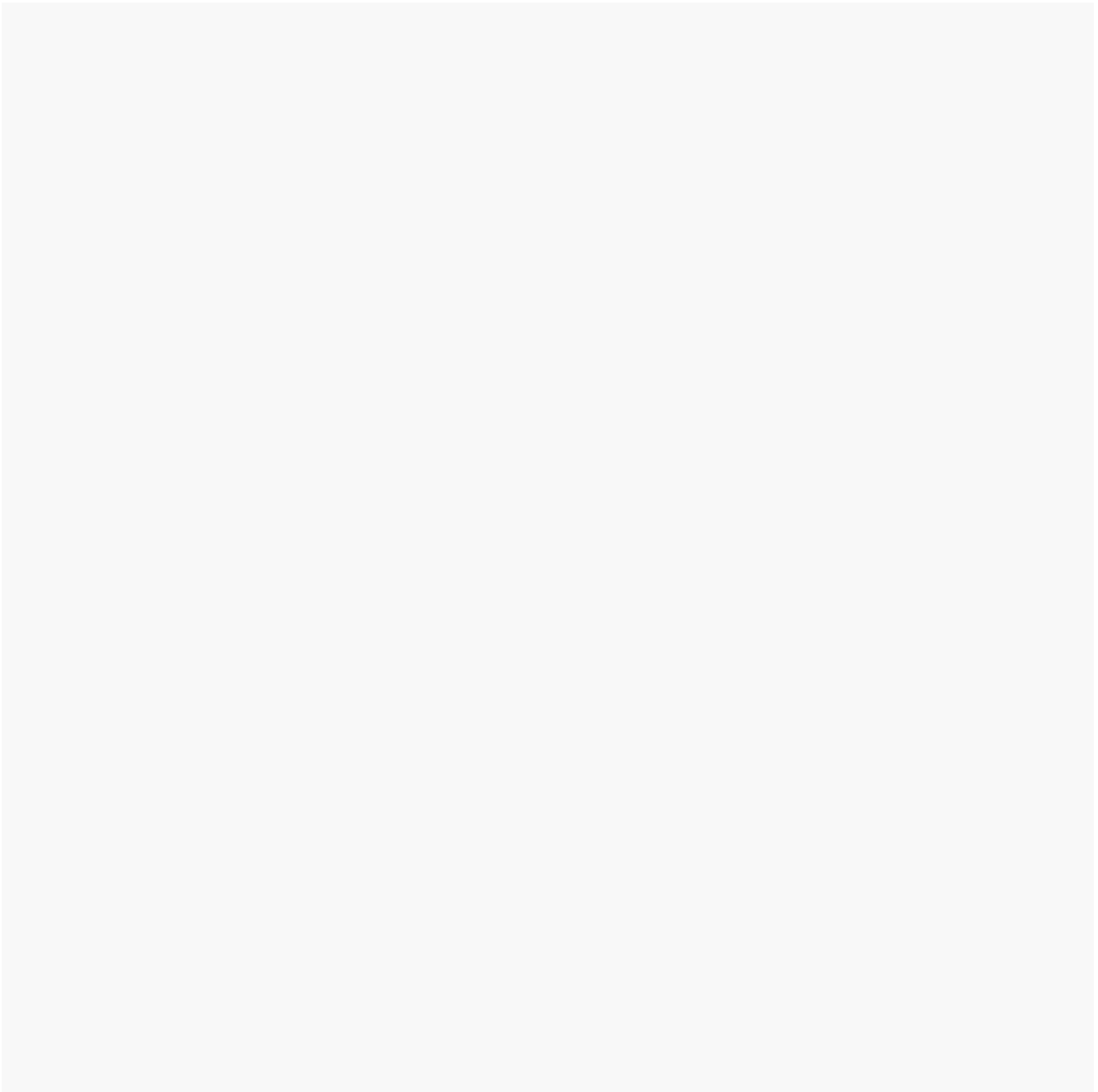
A Miss Dior bottle continues on its way, snaking through the "streets" past boutiques and towers. The camera pans up to show perfume bottles hanging between buildings as if strings of lights and animated billboards for Miss Dior.

Subway cars built of a line of the Diorific Haute Couture Long Wearing Lipstick speed past, while a blimp with the Dior brand name floats by.

### *Dior Holiday Lights - The film*

On a rooftop skating rink, compacts and scents spin and twirl. A nearby skyscraper opens as if a gift box, unveiling the present inside.

Scenes from this video are broken down into short snippets, which are shared on Instagram in promoted posts. Consumers are encouraged to pass on wishes to their friends via Instagram Direct.



A video posted by Dior Official (@dior) on Dec 9, 2015 at 10:25am PST

In Selfridges from Dec. 10 to 11, Dior had master calligrapher Nicholas Ouchenir in-store to handwrite personalized messages and illustrations for consumers.



On Instagram, Dior

Last year, Dior highlighted its golden gift selection with a social video that took consumers inside an imagined automatous factory.

Dior's "Art of Gifting" campaign centered on a short film that followed the creation of some of its most iconic beauty products, as they travel down assembly lines. Since the products featured are at a more accessible price point, this may help Dior inspire consumers to add some "enchantment" to their holiday season with the brand ([see story](#)).

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