

INTERNET

Dior stresses time is not "only enemy" in anti-aging skincare effort

January 6, 2016



Eva Herzigova for Dior's Capture Totale

By JEN KING

French fashion label Dior is defying gravity to show how its Capture Totale skincare works to correct the signs of aging.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Dior presented Capture Totale on social media with a prompt for consumers to consider: "What if anti-gravity were the new anti-aging?" Since Dior is not traditionally associated with skincare, the brand often touts its scientific prowess to legitimize its standing in the personal care space.

"Dior has an exceptionally wide user base thanks to its systematic cross category brand management strategy spanning over decades," said David Benattar, CEO of [Hyperbolic](#), a New York-based creative agency. "Its equity in skincare is unparalleled and matching arch-rival Chanel.

"The choice of Eva Herzigova is right on target to reach the 40+ affluent consumer," he said. "Adding sophistication to elegance.

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

Dior was unable to comment directly before press deadline.

Gravity

On an entry posted to DiorMag, the French fashion house shared a short video clip that furthers Capture Totale's connection with gravity. In the clip, text asks, "What if fighting gravity revealed your beauty?" as the lotion seemingly floats before being captured in its pot.

Dior's Web site offers consumers additional information through the use of a dedicated page and a coordinating campaign featuring model Eva Herzigova.

As consumers scroll downward, a sidebar measuring the force of gravity, unveils different components of the Capture Totale skincare line.

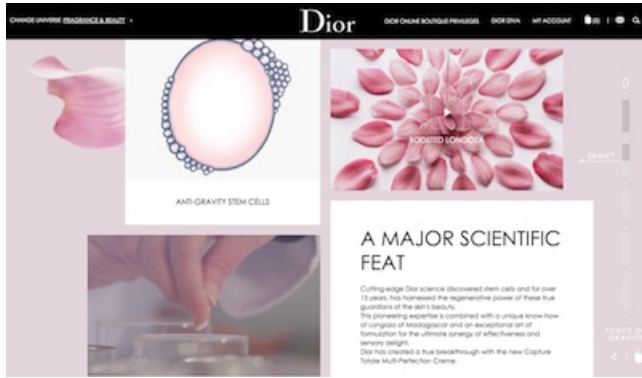
First consumers are shown the campaign fronted by Ms. Herzigova with content including advertising stills, moments from behind-the-scenes and a making-of section. The campaign visuals show Ms. Herzigova in a black sleeveless top and white blazer, letting her natural beauty show, while a video version touts "the most beautiful victory of Dior Science."

Dior Capture Totale - The new multi-perfection creme

The range is explored further down the page, with a video tutorial meant to help consumers learn how best to apply Capture Totale products. Tutorials are used to recreate the beauty counter experience and can become a go-to guide for consumers once they are at home, extending the brand relationship.

Dior's Capture Totale also comes in three formulas: light, universal and rich texture. The various formulas ensure that consumers can find the right match for her complexion and skincare needs.

Continuing to scroll through Dior's content, consumers come to a section dedicated to the fashion brand's scientific feats. For more than 15 years, the section tells consumers, Dior has been working with stem cells to "harness the regenerative power of these true guardians" of skin's beauty.



Dior Capture Totale Web page

All of this information leads the consumer to Dior science's biggest victory, Capture Totale Multi-Perfection Creme, transformed for 2016. Although not a new product, the \$165 anti-aging cream's new formula "defies the laws of gravity."

This section is followed by the opinions of skincare experts. This will help consumers make an informed decision and not rely solely on the biased opinions of the brand.

Additionally, Dior includes an interactive section to display how gravity affects the skin. In an experimental film, Dior shows the effects gravity has on the face and its impact on an individual's "emotional footprint."

At the start of the film, Dior notes that the content has not been altered, and explains that aging is related to gravity just as much as it is to time. The video begins and then as gravity is increased, the model's skin morphs to show the signs of aging.

Dior Capture Totale - Gravity film

"I think overall the Web site is doing a good job at offering clear information hierarchy," Mr. Benattar said. "The beauty of digital is giving consumers access to a wide and deep range of information free to peruse at its disposal depending on where it is in its journey. Overall, Dior is doing a superb job."

One big leap for science

Dior commonly explores the scientific qualities of its skincare products to instill a sense of trust among consumers, as personal care items are not what the house is most known for.

For instance, Dior shined a light on the amount of toxins that build up on consumers' faces daily through its 2014 campaign for the One Essential skin care line.

According to Dior, 7 billion toxins build up in the skin each day and as the height of summer was approaching, many consumers were likely interested in how to keep their skin care regimen seasonally appropriate. By including this type of figure in its product introduction, consumers may have been more inclined to trust the benefits of One Essential's detox serum ([see story](#)).

Similarly, in 2014 Dior released its new Capture Totale Le Serum with a microsite that allowed consumers to learn as much as possible about the product before purchasing it.

The site included charts, interactive experiences, explanatory text, photo slideshows and videos to give users a comprehensive understanding of the serum's creation and its many benefits. The extensive information provided gave users the ability to develop an emotional relationship with the product ([see story](#)).

"Skincare is about science," Mr. Benattar said. "All the big guys in the category have their secret sauce, their Intel inside validated by decades and tens of million of investment in R&D.

"Whether going against La Prairie or La Mer, Dior is targeting an uber-educated consumer that reads reviews, speaks with the beauticians and dermatologists, and needs that scientific validation to go from purchase consideration to transaction," he said. "Skincare is about results."

Final Take

Jen King, lead reporter on Luxury Daily, New York

© 2020 Napean LLC. All rights reserved.

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