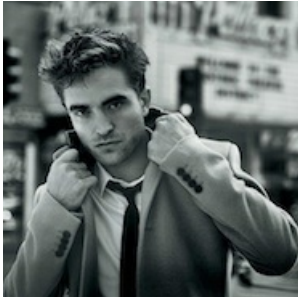


ADVERTISING

Dior extols value of nonchalance in Robert Pattinson-fronted fragrance effort

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Campaign image for Dior Homme Intense

By STAFF REPORTS

French couture house Dior is appealing to consumers to break the rules in a new campaign for its Homme Intense scent.

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Photographer Peter Lindbergh captured actor Robert Pattinson, who portrays a man who never sleeps and thus lives 1,000 lives in one, which the brand explains mirrors the face's own life, on the streets of New York. Through this, Dior is promoting not just its cologne, but also a way of living.

Life imitating art

Dior previously tapped Mr. Pattinson to be the face of its Dior Homme scent.

The announcement of Mr. Pattinson as the face of the brand's fragrance drove much attention to the campaign due to the anticipation arising from his own fan base. Brands are able to target specific consumer groups by selecting a brand ambassador with an eager following ([see story](#)).

Now for Dior Homme Intense, the actor was again chosen as the campaign model. In addition to black-and-white campaign stills, the brand released a short film, also directed by Mr. Lindbergh.



Intermixing street scenes of traffic with images of the actor posing, the film interjects ideas in text, explaining that "rules were made to be broken" and "never regret anything."

In his recent project "Life," which was a biopic about James Dean, Mr. Pattinson played a photographer himself as he inhabited the role of the man behind some of the most famous street snapshots of the famous actor.

Dior Homme Intense City

Dior has previously used famous faces to bring a more dramatic flair to its fragrance efforts.

The label took consumers along for the ride in an introspective campaign starring Johnny Depp.

The effort shows the "wild at heart" nature of its new Sauvage fragrance by following the star on his journey from Los Angeles to the wide expanses of Joshua Tree National Park nearby Palm Springs, CA. With the actor and musician in the driver's seat for this campaign, Dior has seen a strong consumer response from his avid fans, which may boost sales of the entry-level item ([see story](#)).

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