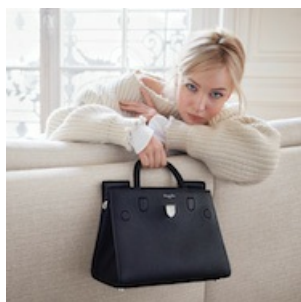


ADVERTISING

Dior captures casual elegance of signature bag through celebrity, craftsmanship

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Jennifer Lawrence for Diorever

By SARAH JONES

French couture label Christian Dior is demonstrating the timelessness and innovation of its latest handbag designs through a pared down campaign.

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Featuring frequent house spokesmodel Jennifer Lawrence, the brand's advertisements show the actress seemingly at home in a bright Parisian apartment as she lounges barefoot, holding Diorever or Diorama styles from summer 2016. While the effort stands on celebrity status, Dior surrounded the campaign with craftsmanship content, proving the value of the bag is based on more than its endorsement.

"First, let's recognize that this is Dior gorgeousness," said David Benattar, CEO of **Hyperbolic**, a New York-based creative agency. "It's elegance and sophistication at its peak, mastered through years of campaigns and communications that results in an impeccable brand, with impeccable products. This had to be said.

"Within that context, we're talking about casualness, or casual elegance, but in fact the genre becomes irrelevant," he said. "It's just an intimacy that's embraced in every step of the way.

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

Dior did not respond before press deadline.

It-girl for an It-bag

Dior introduced the campaign to consumers through social media and an email sent to newsletter subscribers, including the subject line "Jennifer Lawrence presents Diorever, a new signature bag."

In the body of the email, consumers could click through to view the handbag on Dior's ecommerce site. On the product page consumers can view the full campaign.

Shot by Mario Sorrenti, the effort takes place in a Parisian apartment, with the only furniture decorating the white space being a wooden chair or a cream couch.



Jennifer Lawrence holding the Diorama

In one frame, Ms. Lawrence peeks over the back of the couch, dangling her Diorever bag over the furniture. Another finds her reclined in a chair or laying across a wicker lounge chair.

Adding to the relaxed atmosphere, she dons chunky knits and minimalist daywear.

"When luxury brands want to be relatable to consumers that they have yet to acquire, it's always smart to keep the messaging simple and direct," said Kimmie Smith, co-founder/creative director of [Accessory2](#), New York. "In covering the basics without going over the top, people can assess how the brand works within their lifestyle and how the offerings differ from what they have or use."

"The bags are presented as an essential within the lifestyle to be covered and used in the way that the consumer wishes."



Diorever ad campaign

Dior's ads feature the Diorama, first released last spring, and the Diorever, new for spring/summer 2016.

In a short video, Ms. Lawrence narrates behind-the-scenes footage captured during the photo shoot. She explains that this campaign was different from her previous Dior efforts because she got to be styled by Carine Roitfeld and shoot on location rather than in a studio.

The actress also discusses Dior's elegance and the quality of its leather goods.

Dior Summer 2016 Collection - Behind-the-scenes with Jennifer Lawrence

"There is an incredible feeling of intimacy, a sense of precision married with an attitude of cool," Mr. Benattar said. "Yes, Jennifer Lawrence is fierce, beautiful and yet relaxed. The voice over makes her come across as an expert on the topic of luxury, and god knows it's easy to be charmed."

The name Diorever, a mixture of the brand's name and the word forever, is meant to conjure an idea of classicism and timelessness. In a DiorMag blog post, the brand details the day-long production process for the handbag, which took nine months to develop.

Among the exacting details that go into the bag's production in Florence are selecting flawless pieces of leathers, carefully creating holes for metallic accessories and gluing and sewing the handles to the outside, purposefully making the foundation visible to the wearer and others.



The making of Diorever

Rather than a video, Dior tells this story through text and a handful of images, allowing it to tell a story and thoroughly explain the process. The choice of how to best communicate craftsmanship is personal to each brand.

"It all depends how you want to sell the message, and I'm not sure one method trumps the other," Mr. Benattar said. "If entertainment and beauty sells craftsmanship better, be it. The point is, consumers need to be 'edutained.'"

Crafting content

Dior's launch campaign for Diorever reflects its content-rich focus for new releases.

Recently the house positioned its footwear design as a new classic through digital content that blended heritage with modernity.

Inspired by the shape of a Dior pump released in 1959, the Dioressence stiletto also reflects more recent inspirations of the label, a blend of old and new that is explored through film, illustration and photography on Dior's social channels and its content site DiorMag. As the single-sole stiletto is a classic produced by many labels, Dior's use of content helped to separate its own product from that of other brands ([see story](#)).

In 2014, U.S. fashion label Marc Jacobs aimed to make its Incognito the new It-bag with a campaign spanning digital channels.

The label used social media, an email blast, a social video and an ad on The New York Times to introduce the "newest member of its family." Throughout its effort, the brand focused on the bag's handmade in Italy calling card, highlighting quality rather than name brand ([see story](#)).

"In an age of fast fashion and a disconnect on the manufacturing process it is essential to remind and educate on where products come from," Ms. Smith said. "This can justify the value, time, etc. Seeing it in text is a vivid way to solidify the commitment that is made via the purchase."

Craftsmanship provides substance, but when selling a handbag, celebrity does not hurt.

"Jennifer is a celebrity, but she is an every woman that transcends income, race, age, etc." Ms. Smith said. "This kind of spokesperson is attractive because she is a real girl who emerges from the screen and can be your best friend."