

MOBILE

Dior gives insider look at beauty on dedicated Instagram account

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Dior Makeup look from autumn/winter 2016

By STAFF REPORTS

French atelier Christian Dior is giving its beauty division a platform on Instagram to boost the visibility of its personal care products.

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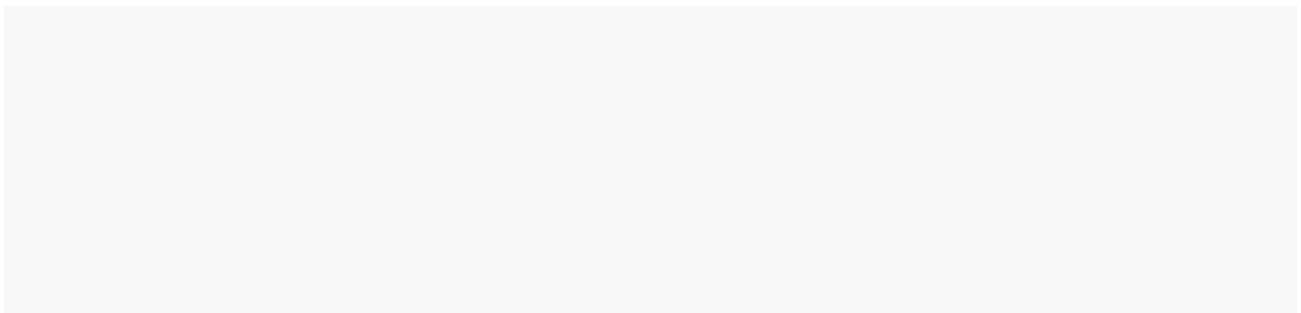
Dior announced through its already established social channels that Dior Makeup had been given its own account on Instagram to segue an already active community to the new content page specific to cosmetics. Beauty products often fare the best on Instagram due to the visual nature of the platform, resulting in stronger interaction with the brand and items.

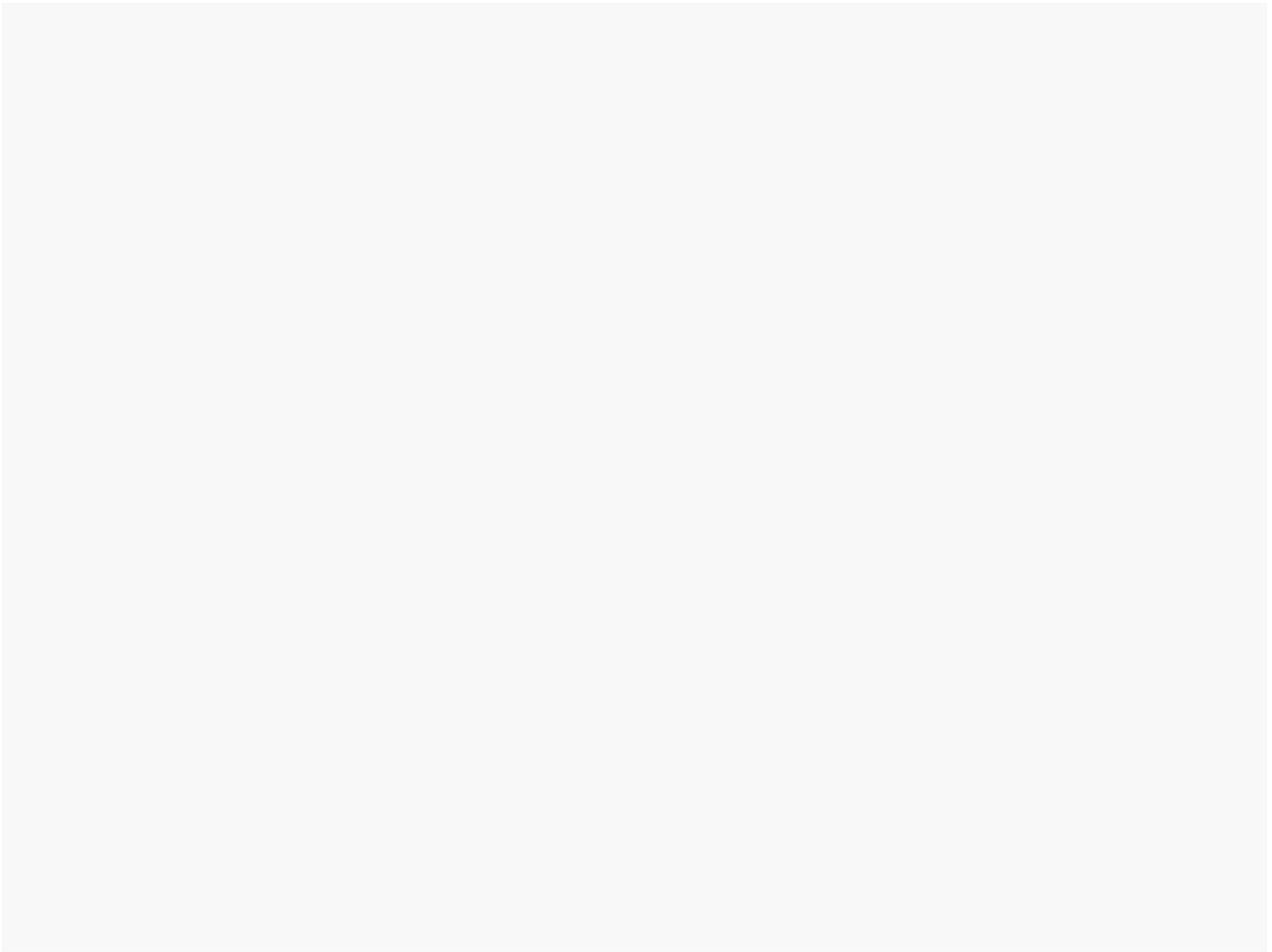
Beauty shares

Dior positioned the debut of its Dior Makeup Instagram account around its latest beauty collection, used during the autumn/winter 2016-17 ready-to-wear runway show during Paris Fashion Week.

As of press time, Dior Makeup has posted 27 images beginning with scenes from its runway presentation. Images show models being prepped for the show and Peter Philips, Dior Makeup's creative and image director, applying eye makeup to a woman's face.

The images capture different models with various complexions with a nearly there beauty look and dark, glossed lip in a deep plum shade using Rouge Dior Poison 962 lipstick. Short video clips also offer tips for application to recreate the Dior runway look at home.





A video posted by Dior Makeup (@diormakeup) on Mar 8, 2016 at 11:03am PST

After the content concentrated on Paris Fashion Week, Dior shared behind-the-scenes images of Mr. Philips creating Hydra-Plumping Dior Addict Ultra-Gloss lipstick shades and campaign imagery featuring frequent brand spokeswoman actress Jennifer Lawrence ([see story](#)).

Since joining Instagram, Dior Makeup has acquired 21,000 followers and only follows two others, its primary account that has an audience of 9 million and Mr. Philips' personal account.

When Dior created its Instagram Nov. 15, 2013, it waited to direct its fans on other channels to its account on the photo-sharing application until a month had passed, giving the brand time to generate content. By not jumping to publicize its Instagram, Dior gave its followers of its other social media accounts more of a reason to follow the brand on an additional platform ([see story](#)).

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