

INTERNET

## Dior connects the dots between fashion and beauty

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*Dior Milky Dots look*

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By SARAH JONES

French fashion house Dior is enlightening on how its fashion history informs its cosmetics through digital content.

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Dior's "Milky Dots" look for summer was inspired by the polka dot, which has made frequent appearances in the brand's designs throughout its history. Tying its beauty line into its atelier's activities helps to show that Dior's heritage and design is present in all aspects of its business.

"The fashion brand heritage is marvelous, and Dior smartly taps into this capital, a design archive that becomes an unlimited supply of creative inspiration," said David Benattar, CEO of [Hyperbolic](#), a New York-based creative agency.

"There is nothing groundbreaking about the strategy, but again it's Dior, which means the execution is superb," he said. "And crossing from fashion to beauty is just smart categories management."

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

**Dior** was unable to comment directly.

On the dotted line

Milky Dots was developed by Dior Makeup creative and image director Peter Philips. He played off contrast, creating pastel hues that pop against more vibrant tones.

Included in the collection are nail polish duos in coordinated shades, such as melon and cherry, complete with a dotting tool for do-it-yourself nail art. The Dior 5-Couleurs Eyeshadow palette gets polka dot packaging, with neutral and bright shades inside.



*Dior Milky Dots collection*

Dior introduced Milky Dots through a short social video. A woman's hand, with fingernails painted in turquoise and white polka dots, pushes a pool cue, scattering a group of pink balls.

The spheres roll into a pile of nail polish bottles, knocking them over and creating a spill in a perfect dot. Dior's video continues, showing the contrasting shades of pinks, blues, melons and reds in graphic fashion as cosmetics become everything from spinning records to the puck in an air hockey game.

*Dior Milky Dots' Summer Makeup Collection 2016*

Included in its video post, Dior linked to a series of articles on DiorMag that give further insight into the collection.

One post tells the origin story of the polka dot. Once limited to menswear items including ties and pocket squares, Christian Dior took the pattern and made it feminine, using a dotted textile in his first runway show in 1947.



*Dress from Dior's Porto Rico fall/winter 1954 collection*

Polka Dots have been a common fabric for the house since, as its later creative directors paid homage to the brand founder.

Mr. Dior is quoted saying, "I never get tired of dots. They are lovely, elegant, easy and always in fashion."

In addition to the historic background, Dior also shows consumers how they can achieve the look themselves with

help from blogger Hanneli Mustaparta.

The influencer builds her look starting with bronzer, telling consumers which high points of their faces they should be accentuating. As she applies a blue eyeshadow as liner, she explains how anyone can pull off the bold look.

*Dior Makeup How To: Milky Dots Summer Look 2016 by Hanneli*

Ms. Mustaparta shows off most of the collection in her three-minute video, even demonstrating how she created her nail art.

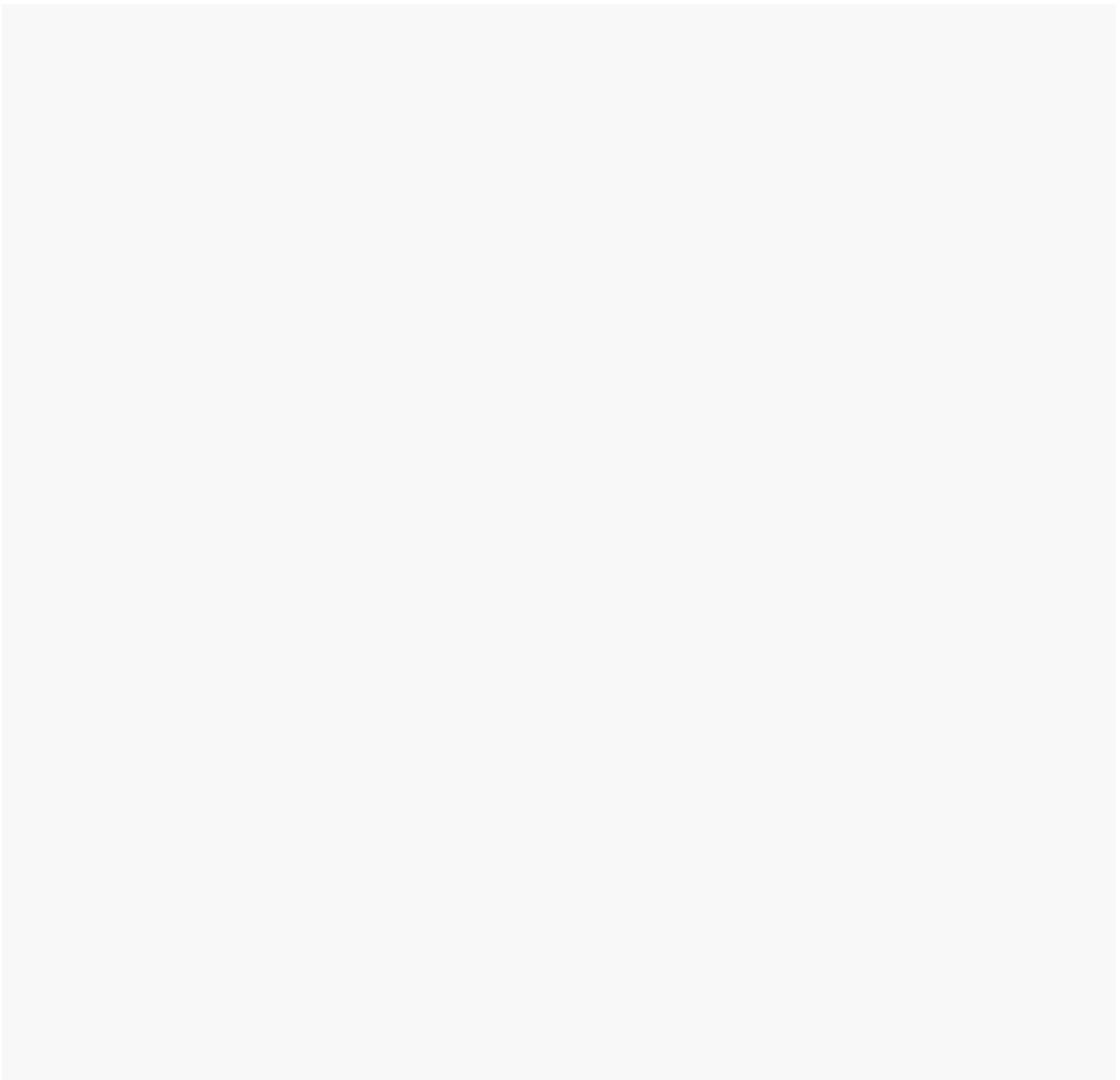
Content creation

Dior's content approach for this launch extended to its new dedicated beauty Instagram account.

The atelier recently gave its beauty division a platform on Instagram to boost the visibility of its personal care products.

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 ([see story](#)).

Posts included a video of Mr. Philips looking at a dotted textile and a shot of his sketched beauty look. This gave beauty enthusiasts more behind-the-scenes looks at Milky Dots.



Dots are in the air @peterphilipsmakeup exploring Christian Dior's archives, summer 2016 inspirations .

A video posted by Dior Makeup (@diormakeup) on Apr 13, 2016 at 7:21am PDT

For fashion houses, apparel designs and codes often play into beauty collections.

French atelier Chanel explored aspects of its fashion designs through eyeshadow palettes inspired by its iconic use of tweed fabric to appeal to both established and aspirational consumers.

Connecting the Les 4 Ombres eyeshadow palettes to Chanel's use of tweed fabric in its apparel allows aspirational consumers to access a code of the brand at an entry-level price point. Fashion houses often examine the history of their designs and incorporate these pillars into all facets of the brand ([see story](#)).

Dior's makeup marketing similarly communicates the brand's aesthetic.

"It shows versatility, fun and a not too serious modern attitude that speaks with confidence," Mr. Benattar said. "It's a cool precision and the well honed character of the Dior Mademoiselle. In fact, its Dior, and J'adore."

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