

INTERNET

## Dior touts quick fixes by pitting models against each other

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*Dior Backstage Pros campaign*

By STAFF REPORTS

French fashion label Dior is demonstrating just how fast its Backstage Pros collection can change up a makeup look by tapping four runway regulars.

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In a short video, models race against the clock to apply a particular product, with the winner getting bragging rights for highlighting her feature first. This playful game between a handful of models enables Dior to prove not only the efficacy but the ease of use of these products.

### Friendly competition

Dior's video opens with model Maartje Verhoef briskly walking into the backstage area. She sits down in front of the mirror as her opponents prepare for their challenge, eyeing up the competition and bragging about their potential to win.

A timer is hit and the models first tackle the Fix It primer and concealer for face, eyes and lips, dabbing it onto their undereyes and lips. The first to finish taps her clock, and celebrates her victory.

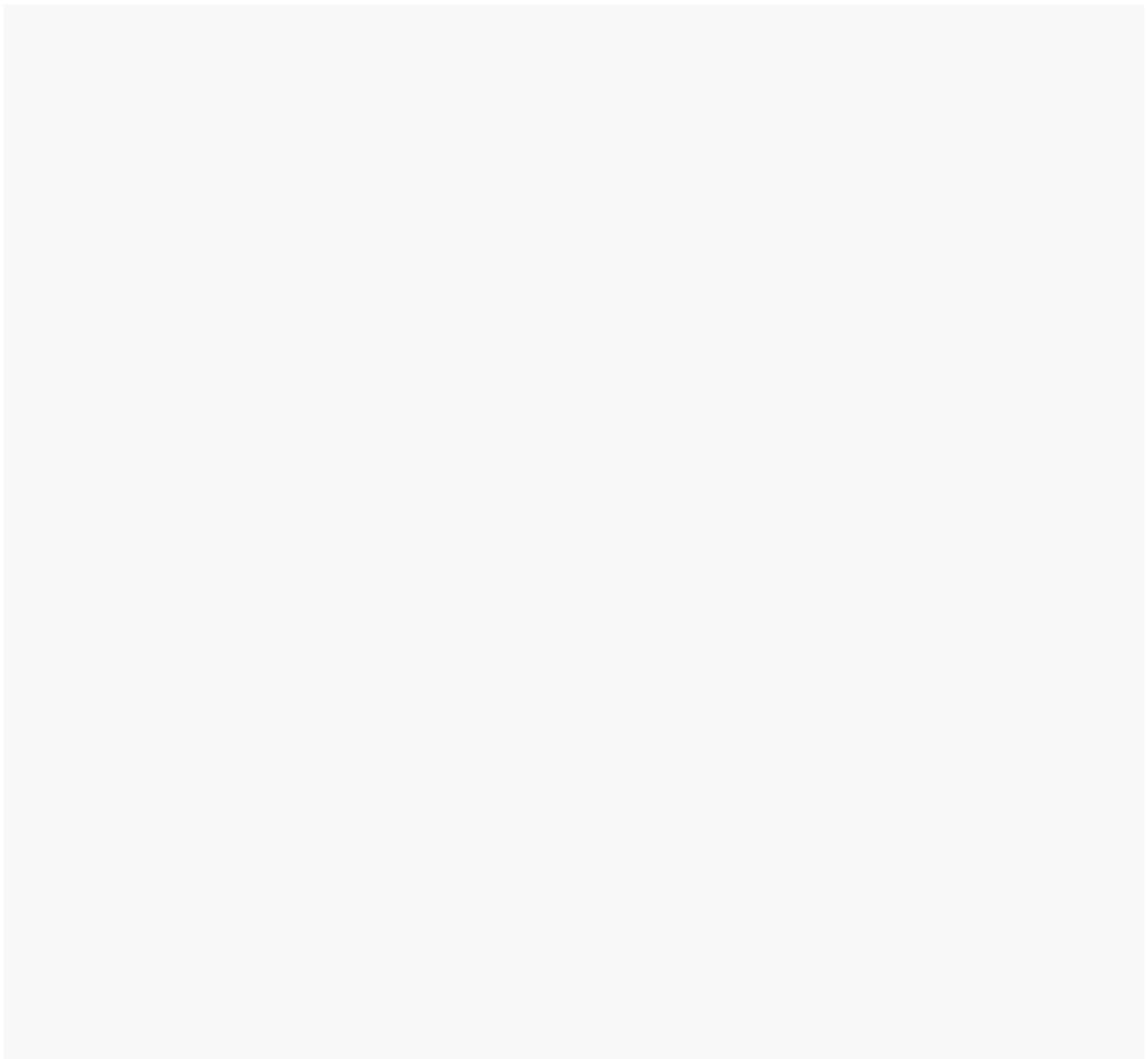
The models complete their looks using the Cheek & Lip Glow to create a flush, the Eye Reviver palette, Lip Glow liner, Lip Glow color reviver balm and Lip Glow collagen activ.

Throughout the film on YouTube, Dior provides links to products on its ecommerce site, providing an easy path to discovery and purchase.

### *Dior Backstage Pros Time to play!*

At the end of the film, the models step out on the runway.

On Instagram, Dior is giving "insider tips" to its audience, giving further details on how to apply the products for maximum impact.



Backstage essential. Insider tip 1: give your lips an incredible instant-volume effect and a glossy smile with Dior Addict Lip Maximizer. Join @diormakeup to get an insider's look. #backstagepros

A photo posted by Dior Official (@dior) on Apr 26, 2016 at 8:00am PDT

Dior has previously looked to the backstage environment to flaunt its line of speedy cosmetics.

French fashion house Dior is demonstrating the fast effects of its first multipurpose concealer with a social video showing accelerated makeup application backstage.

Fix-It, inspired by the techniques of makeup artists at fashion shows, is designed to handle a multitude of touch-up necessities, whether complexion, eye area or lip imperfections. To illustrate the ease of the product, as well as its basis in professional makeup artistry, Dior shared a one-minute video set in the harried backstage environment ([see story](#)).

Having the models apply their own makeup for this effort communicates that the look is achievable by both makeup artists and novices.