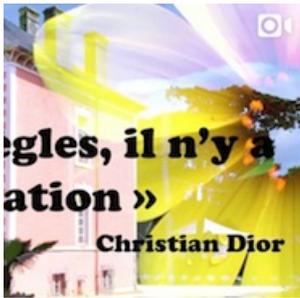


APPAREL AND ACCESSORIES

Dior shares a day in the life of ambassador via mini documentary

July 13, 2016



Still from Dior's Insta-documentary with Marion Cotillard

By STAFF REPORTS

French couture house Christian Dior took followers on a weeks-long Insta-documentary starring brand ambassador Marion Cotillard.

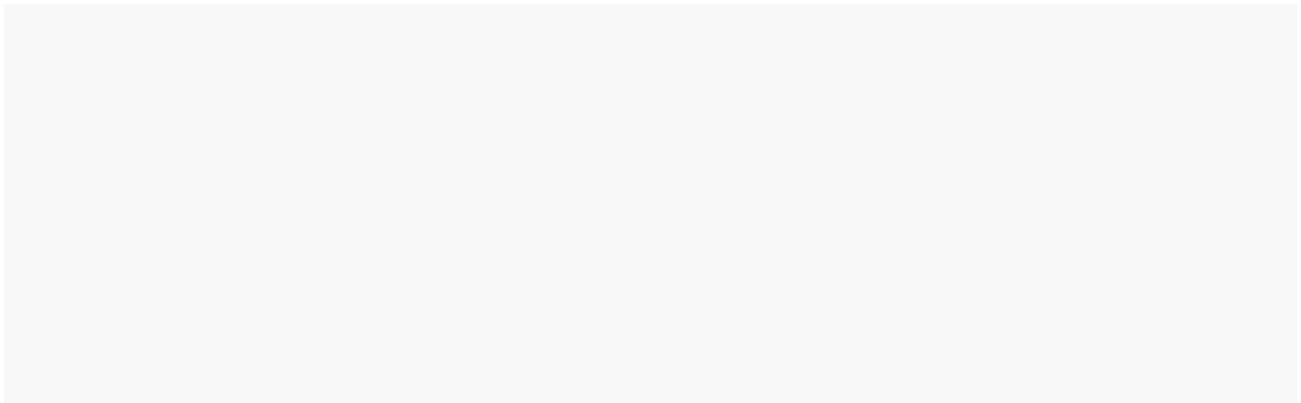
Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246** ▶

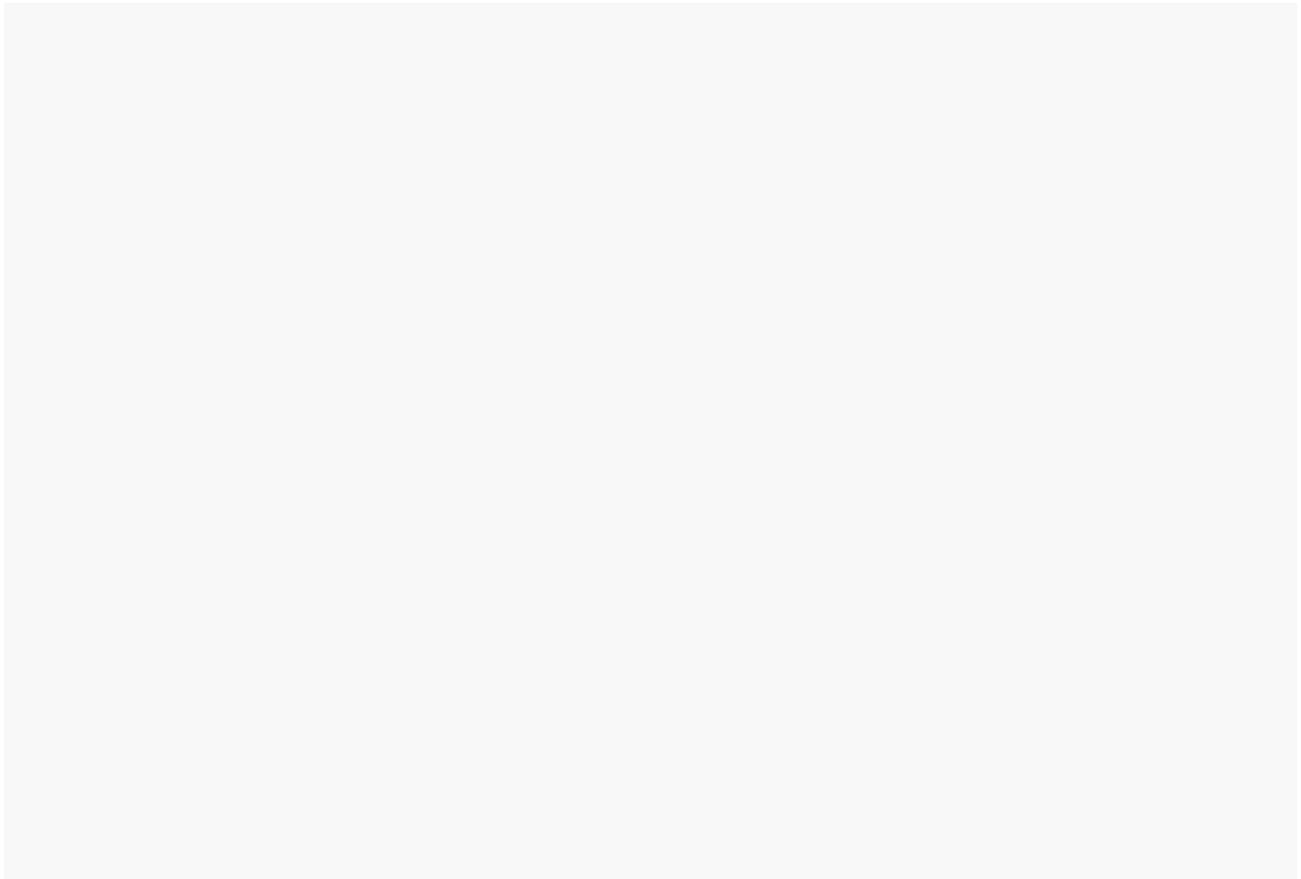
The effort, housed exclusively on Dior's primary Instagram account, follows Ms. Cotillard as she experiences different facets of the brand. The documentary begins at the Cannes Film Festival and ends at Mr. Dior's Granville estate, showing viewers various aspects of the brand through Ms. Cotillard's interactions with Dior during her journey.

Dior in a Insta-Instant

Dior's first post for its Insta-documentary shows Ms. Cotillard as she prepares to walk the stairs of the Cannes Film Festival earlier this summer. The clip shows the French film star being prepped by a makeup artist as well as closeups of her metallic gold gown.

The Cannes segment is followed by a second clip showing Ms. Cotillard's makeup artist dancing as she reads on her smartphone. For the third and final Cannes vignette, the Dior gown worn by Ms. Cotillard is central, with the actress shown during a fitting.





"Being natural and sincere; we make the revolutions without having to look", Monsieur Dior said, wrapping up the first episode of our exclusive Insta-documentary with @MarionCotillard. #DiorCannes #DiorInstaDocumentary #MarionCotillard #FashionQuote

A video posted by Dior Official (@dior) on May 28, 2016 at 4:55am PDT

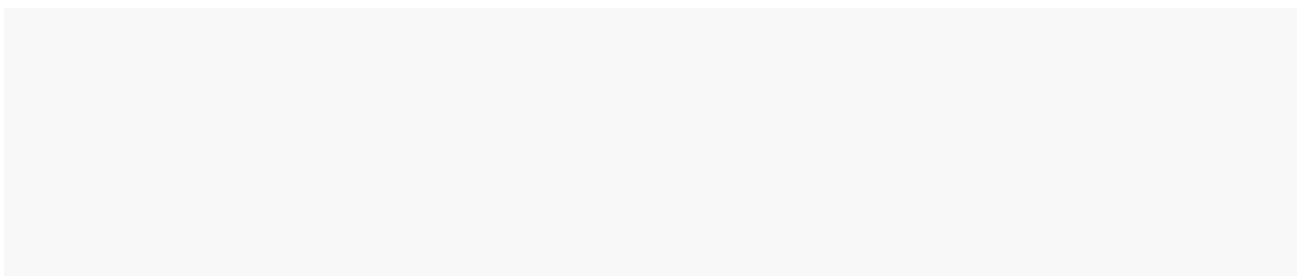
Weeks pass before the next episode of Dior's Insta-documentary are shared to Instagram. In the meantime, consumers had the opportunity to enjoy content from the house's cruise show, the appointment of Bella Hadid as beauty ambassador and its latest menswear campaign.

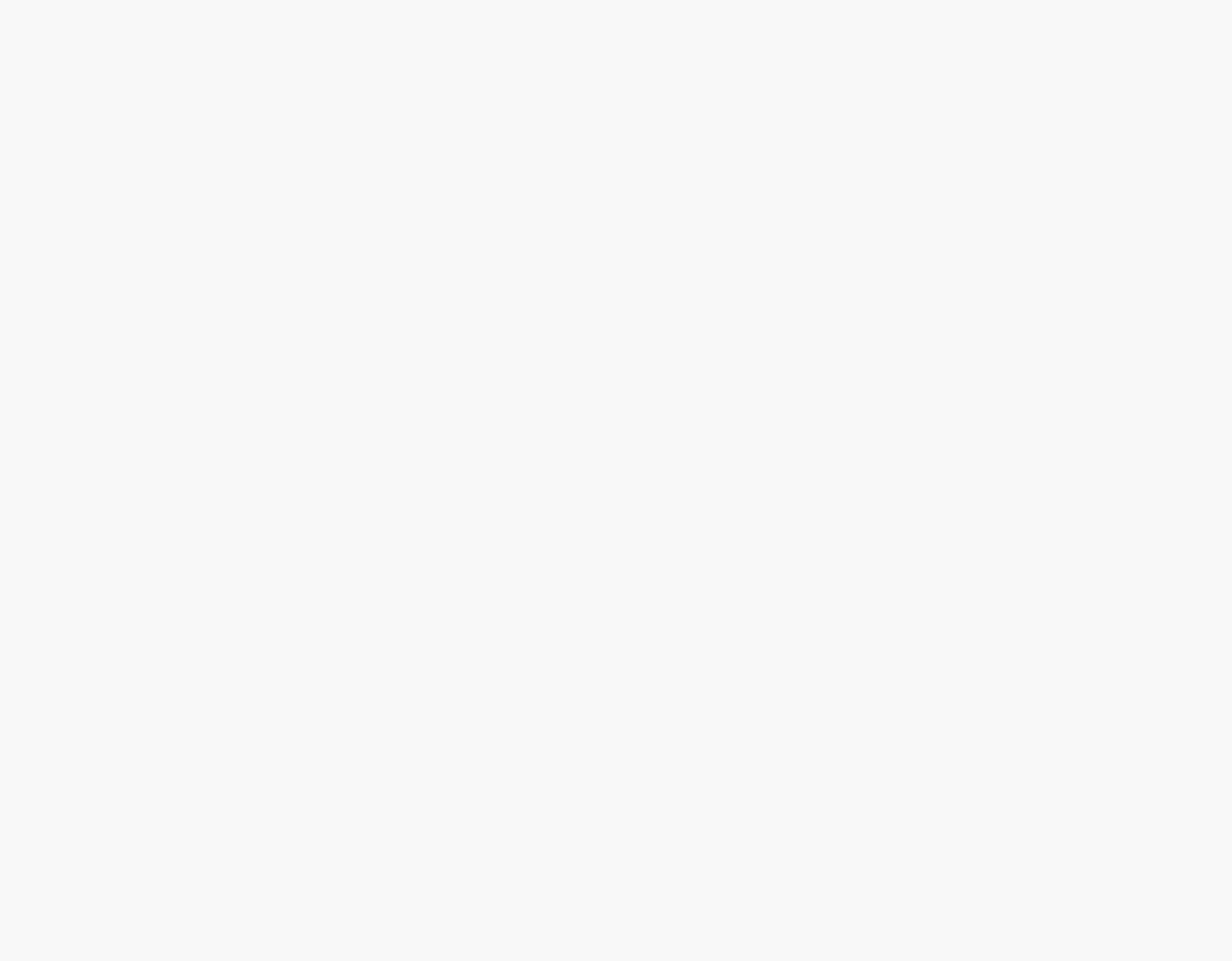
Dior's second episode of the documentary takes consumers, led by Ms. Cotillard, to its autumn/winter 2016-17 couture show.

The first episode, only seconds-long, shows Ms. Cotillard on her way to the runway presentation. As the clip ends she winks and mouths "J'adore Dior."

In the following episode, Ms. Cotillard is shown in the front row at the couture show. Her reactions are caught on camera as she sees the autumn/winter couture collection for the first time and as she mingles with her fellow front row mainstays.

The final scene in this part of the documentary shows Ms. Cotillard as she exits the show, meeting fashion journalists on the stairway to share her impressions of the collection.





Get ready with the stunning @MarionCotillard for the latest Dior couture show. As the couture celebrations and episode two come to a close, we listen to the wise words of Monsieur Dior, "This is how, in the blur of congratulations that follow the show, that new fashion arises". #DiorInstaDocumentary #MarionCotillard

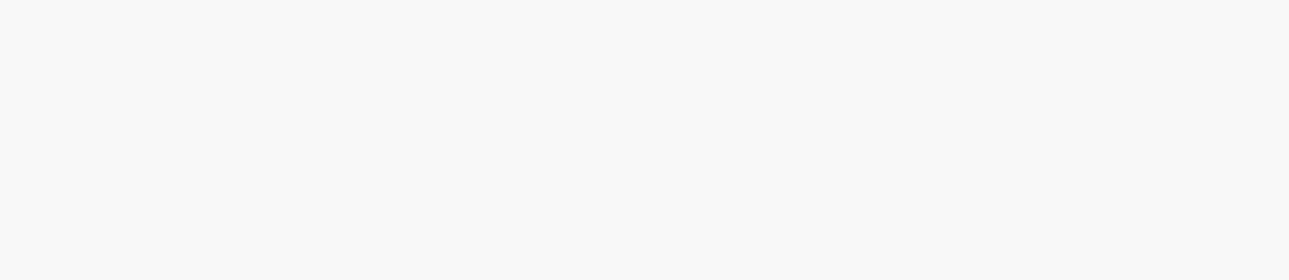
A video posted by Dior Official (@dior) on Jul 7, 2016 at 4:37am PDT

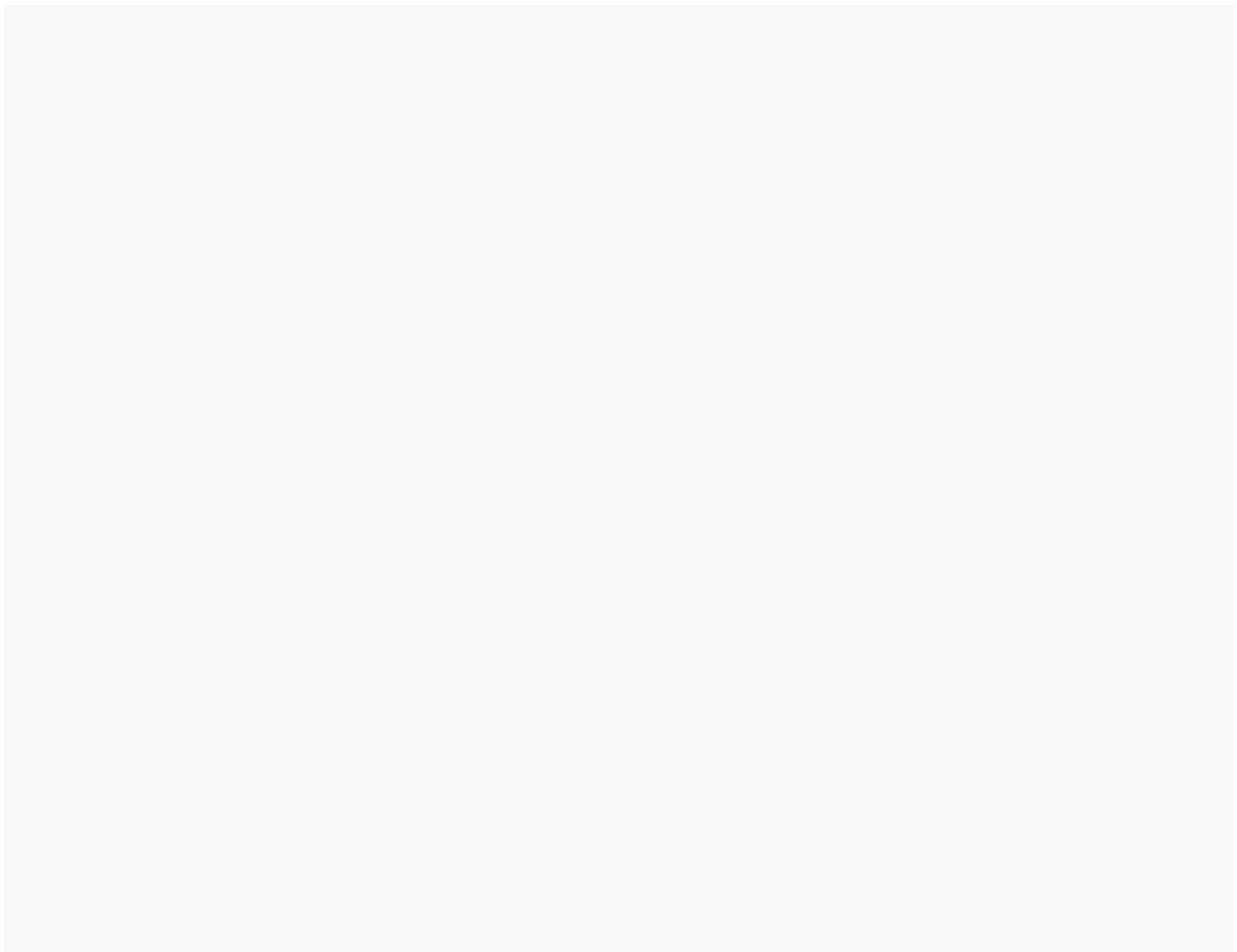
About a week later, after Dior shared details of the couture collection as well as the beauty looks created for the show, the Insta-documentary picks up again with a visit to Mr. Dior's estate in the French countryside.

In these scenes, Ms. Cotillard visits the "Femmes en Dior" exhibition at Mr. Dior's childhood home at Granville. The first episode shows her sketching in a notebook and enjoying the gardens that surround the property.

Similar to how the couture show episode was shot, the second vignette shows Ms. Cotillard's expressions as she wanders through the Femmes en Dior exhibit, which features archival dresses, photographs and paintings of the "illustrious" women who have worn Dior over the years.

The closing episode shows the exterior facade of Mr. Dior's Granville home before Ms. Cotillard is shown with a museum curator learning more about the items on exhibit.





With your visit to @MuseeDiorGranville and episode three coming to a close, we pay homage to the traditions of haute couture that Dior still honors today with a quote from Monsieur Dior: "Without the constraint of rules, there is no freedom of creation". #DiorInstaDocumentary #MarionCotillard

A video posted by Dior Official (@dior) on Jul 12, 2016 at 8:03am PDT

As with much of what Dior creates for its marketing communications, the final episode in each segment of the Insta-documentary includes a quote from Mr. Dior.

For example, the final episode's caption quotes Mr. Dior as saying, "Without the constraint of rules, there is no freedom of creation."

Instagram's platform is commonly used as a storytelling tool, with narration occurring over a number of posts.

For example, French fashion house Chanel paid homage to artistic icons with the help of its Le Vernis de Chanel nail polishes. In a series on Instagram, the brand reinterpreted pieces from the likes of Jackson Pollock and Ren Magritte, turning its social media feed into a branded art exhibit ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.