

APPAREL AND ACCESSORIES

## Dior ponders multifaceted femininity to personify Diorever handbag

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*Still from Dior's Diorever film*

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By STAFF REPORTS

French couture house Christian Dior is exploring themes of eternity and being female through the lens of seven diverse personalities.

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A promotion for the Diorever handbag, a short film paints an intimate black-and-white portrait of the featured women as they talk about their personal feelings, obsessions and imperfections. Dior's effort seeks to portray the handbag as a timeless accessory that holds appeal for many women.

### Purse perspectives

Included in Dior's video are models Sofia Mechetner and Lucie de la Falaise, writer Loulou Robert, stylist Karla Welch, actresses Hen Yanni and Lola Kirke and jewelry designer Sabine Getty.

Filmed by Lena C. Emery, the video opens with a voiceover talking about how she has a tough looking exterior that people see through once they get to know her.

From there, other women talk about flaws, including an addiction to sugar and a habit of not editing writing properly to omit spelling mistakes.

They also discuss the way they like their handbags, whether it is with some wear and tear or sizable enough to hold everything one might need for a full day.

When asked to weigh in on "ever," the faces sum it up as a "big word" and classic.

A choice of handbag says a lot about the woman who carries it, a connection that other brands have explored.

French fashion house Louis Vuitton created desire among consumers for its spring handbag collection by filming campaign models talking about where they would take their favorite handbag.

The video, which starred Catherine Deneuve, Gisele Bündchen, Fan Bingbing, Caroline de Maigret and Edie Campbell, gets personal responses from the models who talk about their ideal locales. By getting these comments from the models themselves, Louis Vuitton was able to show the diverse perspectives of the brand ambassadors and showcase the broad lifestyles into which its handbags fit ([see story](#)).

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