

FRAGRANCE AND PERSONAL CARE

Dior uses biometrics to formulate complexion-perfecting skincare

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Dreamskin Perfect Skin Cushion

By JEN KING

French fashion house Christian Dior is providing consumers with on-the-go skincare to ensure the complexion of their dreams.

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Dior's latest compact, the Dreamskin Perfect Skin Cushion, part of the Capture Totale skincare range, is described as being the "perfect complexion" creator with SPF 50, a highly moisturizing formula and patented air cushion technology. For its skincare and cosmetics communications, Dior often puts its 40-years of research and steadfast dedication to beauty science at the forefront of its messaging, an element that may help consumers trust its products over its competitors.

"Considering the product page is oftentimes the final destination before purchase, ensuring adequate product information is listed remains imperative," said Camila de Souza, client strategy associate, beauty at [L2](#).

"Although 73 percent of brands in the Digital IQ Index: Beauty 2015 list usage information on product pages, only 41 percent list product ingredients - information Dior shares," she said. "Providing ingredients among other scientific information establishes credibility and trust between the brand and the consumer."

Ms. de Souza is not affiliated with [Dior](#), but agreed to comment as an industry expert.

[Dior](#) was unable to respond directly by press deadline.

Impactful compacts

Dior's promotion for the Dreamskin cushion appears across its social media channels, with posts directing consumers to the brand's Web site.

Organized into six sections, Dior shares the information a consumer would receive during an in-store consultation digitally.



Dior's Dreamskin Perfect Skin Cushion compact

The first section, "The best perfecting care in a compact" gives consumers an overview of the formula and patent technology that takes a fluid and applies it to an air cushion. Text also explains the benefits to the consumers' complexion by incorporating the product into her daily beauty routine.

A video with model Eva Herzigov accompanies the introduction section. She is shown with minimal makeup as a voiceover narration tells of the product's benefits.

Dreamskin Perfect Skin Cushion SPA 50 PA+++ - The film

The second section delves further into why a consumer should be interested in purchasing the product based on its correcting and skin-perfecting qualities. Dior explains that through daily use of the Dreamskin cushion "skin and complexion are naturally and beautifully enhanced."

In its third section Dior concentrates on the "biological and optical expertise of [its] science." The biometrics of the product are discussed in a Q&A between Xin Xin Sun, a beauty consultant, and Edouard Mauvais-Jarvis, the scientific communication and environmental director at Dior.

During the two-minute video, Ms. Sun asks Mr. Mauvais-Jarvis a series of questions, similar to what a consumer would inquire about from a Dior beauty associate at the brand's cosmetic counter.

Dreamskin Perfect Skin Cushion SPA 50 PA+++ The expertise of Dior science

In his responses, Mr. Mauvais-Jarvis stresses how Dreamskin cushion's formula closely reproduces the wearer's skin tone through biometric pigments that mimic the natural look of a woman's complexion. Dior's Dreamskin is available in only three shades, but due to the technology it can be tailored to the natural skin tones of the brand's global consumer.

Dior concludes its product information with a testimonial from Ms. Herzigov, who shares what she likes about the Dreamskin cushion and tips for use.

"While offering rich information on the product, the site does not effectively link it together to recreate that prized in-store consultation experience," Ms. de Souza said. "Dior could further enhance product merchandising as well as build out consultative tools on product pages to create a centralized resource for the product.

"We consistently see innovative brands such as Lancme and Charlotte Tilbury enhancing merchandising by featuring images of products displayed on models of various skin tones, an area for Dior to improve as they currently display one image across product pages," she said. "Content such as how-to video tutorials as well as diagnostic quizzes are also not integrated on product pages.

"Ensuring the product page remains a hub of relevant content would further build out the virtual consultation experience."

Millennial maturation

Many cosmetics brands have skewed their marketing approaches to gain the attention of millennial consumers.

For example, beauty marketer Estée Lauder is appealing to the next generation of consumers with a collection designed specifically for a social media-savvy clientele.

The Estée Edit began its retailing exclusively through Sephora in the United States and Canada on March 15, with a coinciding launch campaign featuring influencers and models Kendall Jenner and Irene Kim. When developing the line, Estée Lauder envisioned what its eponymous founder would do to disrupt the beauty market today, keeping heritage at the heart of this new brand extension ([see story](#)).

In a similar move, Dior is leveraging Bella Hadid's Instagram fame for the announcement of the model as its latest beauty ambassador and face.

Breaking the news on the its dedicated beauty Instagram account, Dior spoke to its followers first, creating a feeling of intimacy among fans. Ensuring a tuned-in audience for the reveal, Dior shared its latest face just hours before its cruise 2017 runway show on May 31 in London, when enthusiasts would be checking out its social feeds for backstage content ([see story](#)).

While Ms. Hadid has been featured in a few digital and social campaigns since the announcement, she was not selected for the Dreamskin cushion effort.

This was likely not a snub, but rather a way for Dior to avoid alienating its older consumers who may purchase the Dreamskin cushion due to its age-defying, corrective properties and identify more closely with Ms. Herzegov who is in her 40s compared to Ms. Hadid who is only 19-years-old.

"Dior appears conscious of building relationships with women of all ages," Ms. de Souza said. "Featuring Eva Herzegov as the face of their Dreamskin campaign in contrast to Bella Hadid demonstrates an awareness of the consumer demographic of various product lines."

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