

FRAGRANCE AND PERSONAL CARE

Dior flaunts flawless possibilities to debut runway-inspired fix

August 8, 2016



Dior Fix It Color

By STAFF REPORTS

French couture house Christian Dior is tackling a handful of complexion woes with its latest beauty launch.

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

Inspired by the needs of its makeup artists working backstage at its runway shows, Fix It Color is a line of color correcting primers that counteract concerns by using opposing hues. Reflecting a growing trend in cosmetics, Dior's marketing aims to prove that what may seem a daunting task is actually a simple and fast step toward a more even, brighter tone.

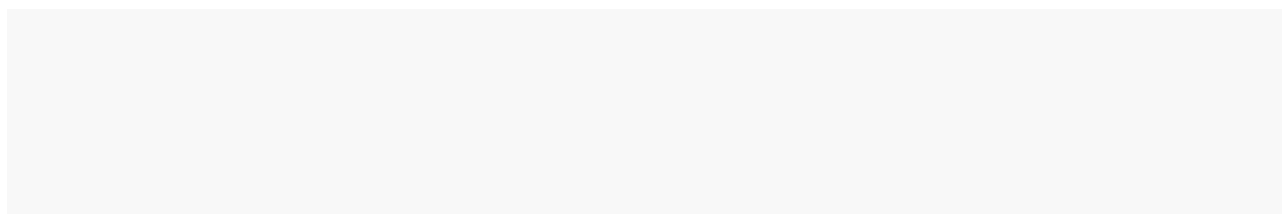
Color wheel

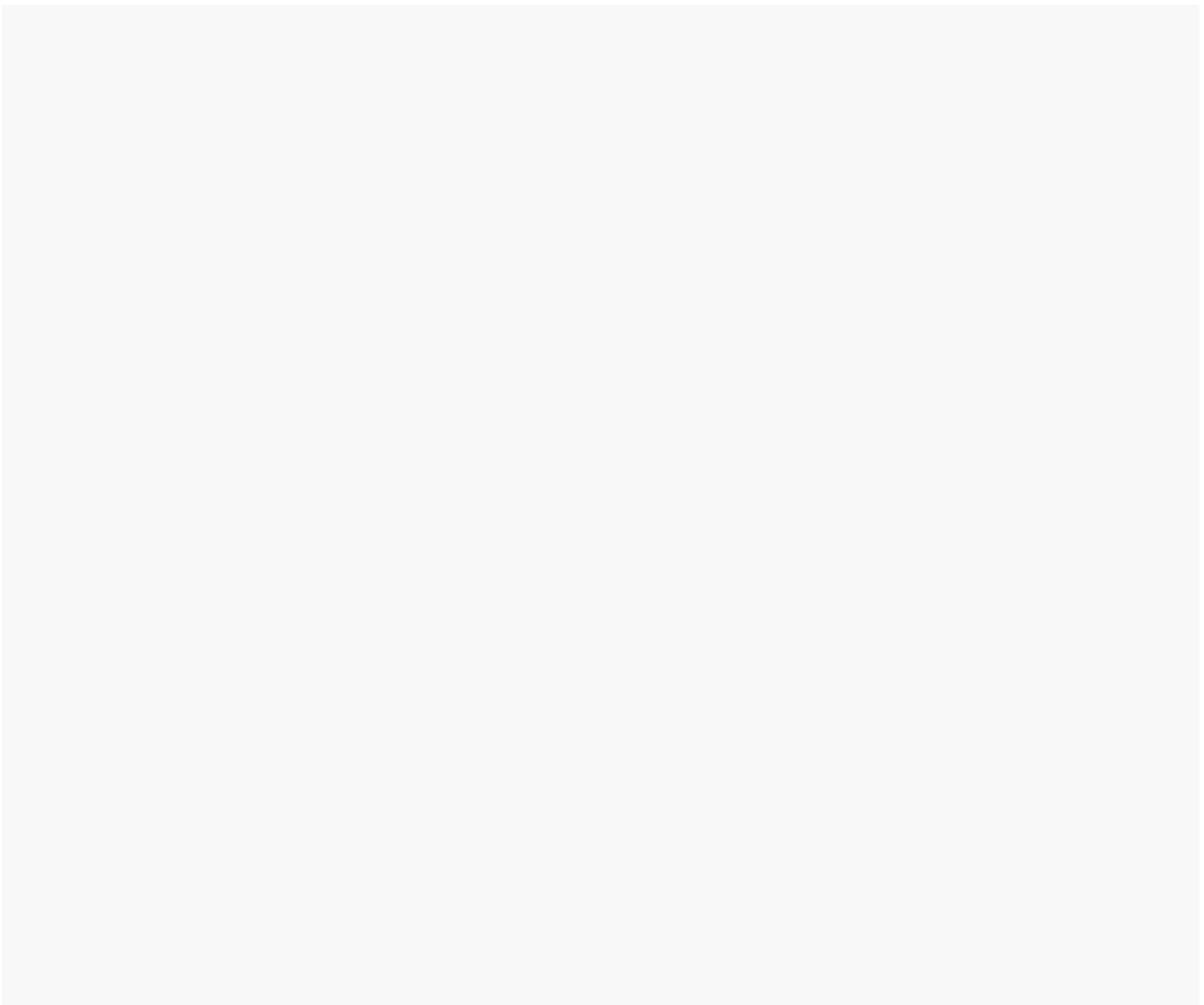
Dior's Backstage Pro line has previously come out with multitasking products such as a 2-in-1 primer and concealer, brow chalk and an illuminating eyeshadow palette.

Fix It Color comes in a green to neutralize redness, a blue to counteract dullness, a yellow for banishing undereye circles and an apricot to fight the appearance of dark spots.

In a string of Instagram posts on Dior's makeup-specific account, the brand introduces each of the hues and their arch nemesis.

Following the creative from other Backstage Pro launches ([see story](#)), the brand filmed four models competing in a timed test. In a split screen, the foursome applies shades to their faces.





Play with colours and correct all imperfections with Fix It Colour ?. And the delightful @maartjeverhoef. Combine the 4 corrective shades on different areas of the face to correct, contour and perfect! #backstagepros @peterphilipsmakeup

A video posted by Dior Makeup (@diormakeup) on Aug 3, 2016 at 3:32am PDT

While her competitors take time after each application to carefully blend in, Maartje Verhoef is liberal with the brightly hued product, painting different parts of her face varied colors. She then takes a brush and blends in the product, leaving her skin looking more glowing than garish and earning her the title of fastest.

Showing that the products work on a range of skin tones, Dior shares backstage photos of models wearing Fix It Color as part of their makeup looks.



Instagram post from Dior

This effort takes full advantage of Dior's makeup-only Instagram channel, speaking specifically to beauty enthusiasts.

Dior gave its beauty division a platform on Instagram in March to boost the visibility of its personal care products.

The house 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](#)).

© 2020 Napean LLC. All rights reserved.

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