

FRAGRANCE AND PERSONAL CARE

Dior shares Miss Dior's floral origin story in mini documentary

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Natalie Portman for Dior's Miss Dior Absolutely Blooming

By JEN KING

French atelier Christian Dior's new perfume is absolutely blooming with roses from its plantation in Grasse, France.

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To introduce its latest scent in the Miss Dior perfume family, Dior journeyed to the Dior Domain in Grasse, a region with ties not only to the house's fragrance production, but the life of its namesake founder. Miss Dior, personified by actress Natalie Portman, joined the brand, going behind-the-scenes to learn about the raw materials that become the fragrance.

"The campaign appears to be an attempt to bridge luxury with authenticity; some degree of gritty real stuff within the contextual luxury story," said Roy DeYoung, senior vice president of creative strategy at **PMX Agency**. "If successful this can most definitely attract a broader interest in Dior fragrances as well as the brand itself.

"To many, Natalie Portman comes to the party with a degree of authenticity, and personifies a sophisticated, very real beauty," he said. "Seeing her in the documentary-like setting, allowing for mistakes, throwing the petals into the air, laughing and giving the viewer the 'real' Natalie smile is very engaging and becomes a very real part of the brand story.

"In addition, Dior is quite compelling via the juxtaposition of Natalie's seductive red couch play, while Janis Joplin sings her heart out (authenticity, visceral) in the soundtrack."

Mr. DeYoung is not affiliated with **Dior**, but agreed to comment on an industry expert.

Dior was unable to respond directly by press deadline.

Absolutely Miss Dior

The Miss Dior fragrance is intrinsic to the brand's portfolio of scents, as this perfume is the first that was made by Mr. Dior himself.

In its new form, Miss Dior Absolutely Blooming, the scent is made from Rose de Grasse Absolute from Dior's gardens as well as Damascena rose and fresh peony as its heart note. Accords of raspberry, pomegranate and

blackcurrant provide the top notes and are heightened by pink peppercorn and rounded out by a white musk base.



Miss Dior Absolutely Blooming fragrance bottle

In the days leading up to the Miss Dior Absolutely Blooming campaign debut, Ms. Portman was shown visiting the flower fields in Grasse. The video begins with Ms. Portman sharing a quote of Mr. Dior's, "Make me a fragrance that smells like love."

In the following scene, Ms. Portman is shown greeting Dior master perfumer Francois Demachy, and taking a stroll through the gardens at Le Domaine de Manon.

As they walk, Ms. Portman asks how what type flowers they're encountered, how many flowers are needed to make a fragrance and the work that it is involved. Much of their conversation is conducted in French, allowing both French- and English-speaking viewers to tune in.

The 60-second video ends with Ms. Portman scooping up an armful of blossoms in her arms, as one would with a pile of leaves in fall.

Miss Dior Web documentary - Episode 2: The origins of the Miss Dior creation in Grasse

For the campaign, Dior shared two 15-second films with its social media audience. The shortened format is likely to ensure it can be used across social channels, and keeps consumers' short attention spans in mind.

Set to singer Janis Joplin's "Another Piece of My Heart," Ms. Portman is shown on a pink couch and wearing a black slip dress. In many of the shots she is seen smiling, holding a bottle of Miss Dior Absolutely Blooming.

In the second version, there is a more sensual approach with shots that focus on Ms. Portman's outstretched legs and chest as she lightly brushes the perfume bottle along her collarbone.

Miss Dior Absolutely Blooming - The new campaign with Natalie Portman

Dior's documentary and short films depart from the narrative marketing the atelier often spends on the Miss Dior fragrance.

Previously, Miss Dior has scripted a runaway bride scenario to tell "the story of a singularly beautiful and inspiring woman taking the boldest of steps toward a future wholly hers."

With Valentine's Day a little more than a week away and nearly all campaigns focusing on love and romance when the campaign launched last year, Dior's campaign likely stood out due to its refreshing approach to romantic fulfillment ([see story](#)).

Grasse grandeur

In Dior's promotion for its latest scent, the narrative is centered on Grasse and its importance to the art of perfumery and the brand.

Links shared alongside the short documentary and campaign films all lead to a detailed overview of Grasse and its role in producing the raw materials needed to make Miss Dior fragrances.

Recently, Dior brought its namesake founder's dream to fruition by restoring the Chteau de La Colle Noire in Grasse, France.

In 1950, the Chteau de La Colle Noire was purchased by Mr. Dior with the hope of using the property's 50 hectares as a nursery for flowers intended for the brand's perfumes, but with Mr. Dior's death soon after, his dream was never realized and the house sat mostly unused for 60 years. With the restoration of the property in Southern France, Dior has transported much of its fragrance division to the region ([see story](#)).

Establishing a sense of place can assist consumers in understanding the importance of a "made in" label or a brand's ties to its country of origin.

"As consumers, we crave an authentic story to balance our highly synthetic, digital lives," Mr. DeYoung said. "Making Grass such a prevalent part of the campaign allows us to really be a part of that story."

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