

FRAGRANCE AND PERSONAL CARE

## Dior scripts a renewal of femininity in new J'adore film

October 13, 2016



*Charlize Theron for Dior's J'adore*

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By JEN KING

French atelier Christian Dior is returning to the very essence of beauty in its latest campaign effort for the J'adore women's fragrance collection.

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In a back-to-basics approach, and after a number of opulent campaign narratives, J'adore ambassador Charlize Theron is guided by the elements of water, wind and the fire of the sun to rediscover herself in a natural landscape. Positioned as a continuation of previous J'adore campaigns, keeping Ms. Theron on as the face of the fragrance ensures consistency and creates a natural flow of narrative while working to personify the femininity of the perfume.

"Charlize Theron remains an in-demand, relevant and popular figure in culture and entertainment," said Jim Gentleman, senior vice president of account management and strategy at **SK+G**, Las Vegas. "By continuing its association with her, Dior is both leveraging Ms. Theron's popularity and building its brand story for J'adore."

"The continued use of a single influencer such as Ms. Theron helps make the association with J'adore and Dior more believable and authentic for consumers," he said. "Continuity in this case is smart and effective, making Ms. Theron become as much a part of the J'adore brand as its name, logo and overall identity."

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

**Dior** was unable to comment directly by press deadline.

Au naturel

Past J'adore marketing efforts have been more lavish than Dior's latest version.

Dior's previous effort for the fragrance, for example, saw Ms. Theron in a grand hall at the Palace of Versailles before she ascends toward the ceiling by silk rope. The actress then emerges from a window to look out upon a city dripping in gold light ([see story](#)).

The latest J'adore campaign is a departure from this storyline, but the element of discovery, confidence and self

awareness is upheld.

Directed by Jean-Baptiste Mondino, J'adore's 45-second film begins with Ms. Theron standing in a desert at night, storm clouds and lightening bolts surrounding the area. Soon it begins to rain, and Ms. Theron says, "I touch the rain" as she runs her hands over her hair, embracing the cool feeling of the storm.



*Charlize Theron for Dior J'adore's latest film*

The film then turns to dawn through a time lapse scene of the storm passing and the sun rising. Similar to her welcoming of the rain, Ms. Theron basks in the early morning sun before saying, "I look at the sun, and it says, Run."

As she speaks, she takes off running through ankle-deep water, likely left from the storm the previous night. As she runs, the song "I Love You" by Woodkid picks up, and Ms. Theron slides down to the ground, cupping her hands into the water to pour the liquid over her head and body.

Doing so merges the elements of sun and water and subtly references the experience had when applying J'adore, turning the routine of wearing the fragrance into a transformative experience.

"I watch it all turn, the water, the earth, the sun and me," she says as she walks toward the horizon.

The video concludes as Ms. Theron speaks the tagline of the fragrance campaign "J'adore," but adds in "We are gold" before a bottle of the perfume appears and is illuminated by the rising sun.

#### *Dior J'adore - The Absolute Femininity - The new film*

In regard to Ms. Theron's monologue, Dior describes her spoken passage as being a "manifesto of rebirth" after finding herself in an "instinctive and perfect communication with nature" despite the barren and harsh setting.

On the Dior Web site, the LVMH-owned brand includes discovery points, such as notes on the J'adore fragrance's composition and behind-the-scenes footage of Mr. Mondino and Ms. Theron on set for the campaign, along with interviews with the actress.

#### *Elemental sense*

Fragrance marketing often link the essence of a fragrance to the natural world.

Italian fashion label Giorgio Armani, for instance, headed to the beach to promote its latest women's scents.

Armani's Trilogy of Joy features perfumes that reference air, water and sun, inviting consumers to connect with nature to #ShareMyJoy. Through a series of short films, Armani delves into the scents' namesakes, allowing consumers to connect with the notes through the fragrances' inspirations ([see story](#)).

But, research from A.T. Kearney suggests that the most effective perfume marketing is based on nostalgia.

Chanel, for example, personalized its fragrance marketing with a video featuring model and brand ambassador Gisele Bündchen.

Ms. Bndchen is the current face of Chanel's iconic N 5 fragrance marketing, and this particular effort departed from the French label's typical campaigning for this segment of its brand. Instead of focusing heavily on product and glamour, Chanel concentrated on what its fragrances may mean for the wearer and those around them ([see story](#)).

Dior's J'adore campaign inclusion of natural elements expands on the material concepts expressed in the brand's previous efforts.

"The use of nature's elements helps a brand like J'adore both visually and message-wise," Mr. Gentlemen said. "It communicates a sense of authenticity and is compelling from a storytelling standpoint as well, seemingly positioning Ms. Theron as Gaea, Greek mythology's goddess of Earth."

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