

APPAREL AND ACCESSORIES

Dior furthers personalization with customizable handbag

November 1, 2016



Marion Cotillard models the latest Lady Dior bag

By BRIELLE JAEKEL

French atelier Christian Dior's celebrity ambassador is back again to usher in the label's first customizable bag.

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

My Lady Dior is the first bag from Dior that allows customers to personalize the design with its varying straps and badges. Actress Marion Cotillard is back as the face for this latest Lady Dior campaign with still images and a film that takes viewers behind-the-scenes of the shoot, but maintains its artistry.

"What's refreshing about the approach Dior's taken with the new My Lady Dior bag is that in a world where it's tempting for luxury brands to slink back into subtleties in an effort to pique Millennial interest, Dior is instead leaning into who they are as brand and stepping on the gas in this case big, bold and unapologetic about making a statement," said Rebecca Rehder, managing director, client services/US operations at The Future Laboratory. "The highly visual, customizable nature of the bag is on point with what we've identified as the Stage 1 Luxurian a luxury consumer that's a bit of a peacock, isn't shy about their love of status and has a good time flaunting it."

Customizable image

Dior's latest handbag is hoping to appeal to consumers with personalization through the interchangeable straps customers can now order. The individualization aspect of the bag is represented in its name, My Lady Dior, meaning each bag is unique to its owner.



My Lady Dior bag with customizable strap

The bag's shoulder strap supports the addition of various badges, named Lucky Badges, also designed by Dior. Customers can choose which one they would like included on the strap such as a heart, the Dior symbol, a flower, a bee, a star, letters and many others.

Available in a range of colors such as bright red, powder pink and mimosa yellow, the My Lady Dior bag is shown off in a series of still images featuring Ms. Cotillard. The campaign creates a whimsical and feminine identity by featuring the actress among a garden on an elegant white chair among pink flowers and lush greens.

A behind-the-scenes film appeals to consumers by letting them in on the action, but Dior does not sacrifice its elegance or highbrow image with the video. With no dialogue or audio, the My Lady Dior film features a score that emphasizes drums with almost Asian tones while snippets of Ms. Cotillard's photo shoot is shown.



The My Lady Dior campaign

The film starts out with short clips of the Dior team readying the actress, but footage stops abruptly at her neck. Other images related to the campaign are quickly shown as well, such as the estate at which the campaign is being shot, badges from the bag, and flowers from around the garden.

Ms. Cotillard is first shown in full while modeling for the camera with one of the Lady Dior bags. Other clips show Dior's ambassador while having her hair and makeup touched up and winking to the camera.

Dior's film ends with a small montage of the charms available for the bag.

Cruise 2017 Lady Dior campaign - Behind-the-scenes

Designing experiences

The French fashion house also released a campaign last year for its Lady Dior handbag that continued its ongoing theme of featuring the French actress.

Ms. Cotillard has been the face of numerous Lady Dior campaigns in recent years, representing the inventive but reserved style that the brand strives for. However, the last campaign certainly differed from its predecessors, perpetuating a continuous aesthetic may have helped Dior connect with consumers ([see more](#)).

With bricks-and-mortar sales continuing to decline, social selling is poised to alter the current retail model by facilitating purchases seamlessly through branded communication.

Christian Dior also tried its hand at social selling by offering its followers on Chinese messaging and social application WeChat the opportunity to purchase a limited-edition handbag directly through a post. While not alone in

its WeChat efforts, Dior has become the first luxury house to sell a high-end handbag through the app, showing its potential for direct-to-consumer sales ([see more](#)).

"This campaign is significant because it disrupts the traditional one-way luxury conversation - designers create and showcase new designs and we the audience, embrace them," said Christine Villanueva, senior vice president/head of strategy at Walton Isaacson. "What's new here is that Dior is inviting a sense of ownership and co-creation from its audience.

"We can expect other luxury brands to follow," she said.

© 2020 Napean LLC. All rights reserved.

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