

FRAGRANCE AND PERSONAL CARE

Dior hits New York's streets to portray active fragrance

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Image from Dior's "Life is a Playground" campaign film

By STAFF REPORTS

French couture house Christian Dior is painting a portrait of a "man in motion" to launch a sportier version of its Dior Homme scent.

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To launch this latest fragrance in the Dior Homme line, the brand turned to Robert Pattinson, who has been the muse and face of the perfumes since 2013. Maintaining a level of consistency, the campaign film for this new release incorporates footage from earlier Dior Homme efforts, communicating that this is a variation on a continuing theme.

Life as sport

Dior Homme Sport, conceived by the house's perfumer Franois Demachy, starts with top notes of citrus. These are followed by the spice and woody notes indicative of the Dior Homme line, with pink pepper extract and vetiver.

"The new Dior Homme Sport is a story that starts strong and fast and doesn't let go. A racing car that bursts forth and makes the lively pleasure last," said Mr. Demachy in a statement.

"I brought a newness to Dior Homme Sport by enlivening it with bracing notes that are fruity in the extreme," he said. "They are of a volatile nature, so I have extended them by propping them up with other notes to create a trompe-l'oeil freshness. This fresh and arresting wind is laden with spices. It's a beginning without an end."

The scent is intended to evoke sport as a holistic lifestyle rather than an activity, such as a race or a game.



Dior Homme Sport campaign

Portraying the target urban male, Mr. Pattinson appears in a print ad for the scent wearing a black turtleneck. Shot by photographer Peter Lindbergh, the black-and-white portrait shows the actor in motion as he gazes at an unknown subject off-camera.

An accompanying campaign film, titled "Life is a Playground," furthers this concept. Shot by filmmaker Romain Gavras, who was also behind the original Dior Homme film, this video cuts quickly between various city scenes to the soundtrack of Aerosmith and Run DMC's "Walk This Way."

Dior Homme Sport - Life is a playground

Men play basketball, a skateboarder coasts along a sidewalk and a dancer performs a routine on a rooftop. In between this are clips from the 2013 effort, which saw Mr. Pattinson acting opposite a female model ([see story](#)).

Included in this new film are shots of the couple running, driving a convertible on a beach or jumping into the water while holding hands.

Dior's fragrance marketing typically builds on previous efforts, with Natalie Portman's Miss Dior and Charlize Theron's J'adore campaigns.

The house recently returned to the very essence of beauty in its latest campaign effort for the J'adore women's fragrance collection.

In a back-to-basics approach, and after a number of opulent campaign narratives, Ms. 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 ([see story](#)).