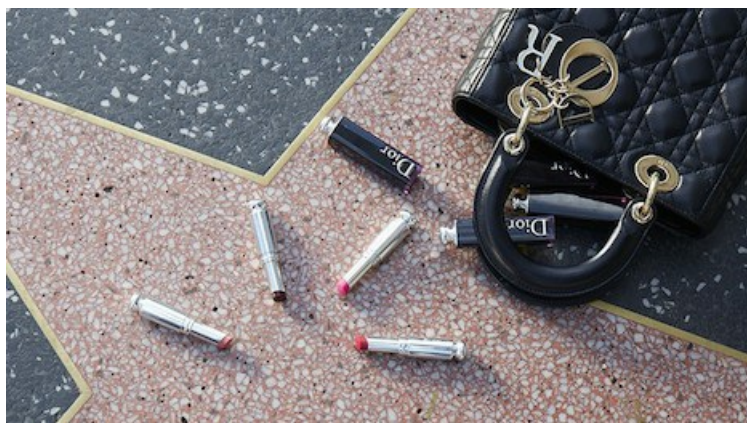


FRAGRANCE AND PERSONAL CARE

Dior serves up cosmetics, celebrity in diner-themed effort

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Dior Addict Lacquer Stick

By SARAH JONES

France's Christian Dior Beauty is drawing inspiration from retro Los Angeles in a launch campaign that features one of its cinematic leading ladies.

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To debut its Dior Addict Lacquer Stick, touted as a "new-generation" lip color, Dior cast Jennifer Lawrence for her youthful, casual personality. With a premiere surrounding Oscars weekend, the Academy Award-winning face of the brand is likely to draw attention for Dior as consumers are looking for their own movie star moment.

"An old school glamorous event like the Oscars conjures up classic Hollywood, the inspiration behind the campaign concept," said Gina Delio, chief creative officer at **Tag Creative**. "Debuting this campaign with Jennifer Lawrence around Oscars weekend, while the entire fashion world is watching, allows the brand to capitalize on the buzz of the event."

Ms. Delio is not affiliated with **Dior Beauty**, but agreed to comment as an industry expert. **Dior Beauty** was reached for comment.

Hollywood haunts

Dior's digital launch of its new lacquer kicked off on the brand's dedicated beauty Instagram, where it followed the private launch party at Hollywood hangout The Chateau Marmont Hotel. Influencers including style blogger Aimee Song and makeup artist Park Hye Min joined Dior Makeup creative director Pater Philips for the bash.



Image from Dior Addict Lacquer Stick campaign

After documenting the fete, the brand waited a few weeks to introduce its content and advertising campaign. This tactic enabled the content to coincide with the Academy Awards, held in Los Angeles on Feb. 26.

An introductory film sets the scene as a woman sits in a booth at a vintage eatery. She opens a menu and slides a manicured nail over a menu, trying to decide between the 18 colors of Dior Addict Lacquer Stick offered.

Continuing the diner theme, a jukebox at the table offers tracks of color, while tubes of the product become syrup dispensers, pouring color onto ice cream sundaes.

Throughout the film, set to the Bow Wow Wow tune "I Want Candy," the model changes her look from sweet and colorful to vampy with swipes of color.

The diner's quick shifts in look evoke the promised ease of application. Dior's product is introduced as delivering color and shine in a single swipe, thanks to a mix of oils and beeswax.

Dior Addict Lacquer Stick The Dior Addict Lacquer dinner colors

Dior Addict Lacquer Stick comes in hues that fall into four families: pastel, neon, classic and wild.

The pastels were inspired by a postcard of L.A. from the 1950s, while neons take inspiration from the colors of the modern city. Classic reds, nudes and browns round out the range.

Ms. Lawrence is also pictured at the diner. The campaign film shows the actress strolling into the eatery in hot pink pumps and hanging at a table.

Shot by photographer David Sims, the campaign includes images of the actress peeking out a window through parted blinds and lounging in sequined attire.

Dior Addict Lacquer Stick made in L.A.

In a separate short film, Ms. Lawrence gets more personal. She shares her first impression of Los Angeles and her first experience with lip color, achieved through a raid of her grandmother's makeup.

The Academy Award-winning actress also reapplies her lipstick and writes her name in lipstick on a mirror, adding a touch of playfulness.

"Choosing to launch this campaign with a retro theme reflects an air of sophistication surrounding the makeup, akin to a modern Casablanca," said Terry Rieser, chief operating officer/partner at Tag Creative. "Yet it still appeals to a younger generation, personified by Lawrence."

Fresh faced

Ms. Lawrence has been the face of the Dior Addict line since 2015.

The actress is known for her carefree and fun personality and is looked up to by many as a down-to-earth celebrity. Her association with Dior aligns the brand with her personality and success in Hollywood, likely seeking the young women who idolize Ms. Lawrence ([see story](#)).

Lately, the brand has been reaching out to a younger audience through other personalities.

French couture label Dior is leveraging Bella Hadid's Instagram fame for the announcement of the model as its latest beauty ambassador and face.

Breaking the news on the its dedicated beauty Instagram account, Dior spoke to its followers first, creating a feeling of intimacy among fans ([see story](#)).

"Adding Jennifer Lawrence's personal thoughts on lip color and Los Angeles enhances the brand's positioning as being inspired by the city of Angels," said Kaylee Hultgren, social media manager at TAG Creative. "The Hollywood starlet is known for her classic beauty, and that association with the product lends credibility to the brand."

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