

APPAREL AND ACCESSORIES

Dior portrays models' personalities through spiritual test

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Dior's fall/winter 2017 runway show

By STAFF REPORTS

French fashion house Christian Dior is showing that there is more to its models than what meets the naked eye.

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At the brand's fall/winter 2017 runway show on March 3, Dior put its cast to the test backstage with an aura machine, which creates photographs of the subject and the imperceptible halo surrounding them. Meant to reflect its founders' fondness for color, Dior's experiment elicited organic reactions from the models, revealing their personalities through both the spiritual and the observed.

True colors

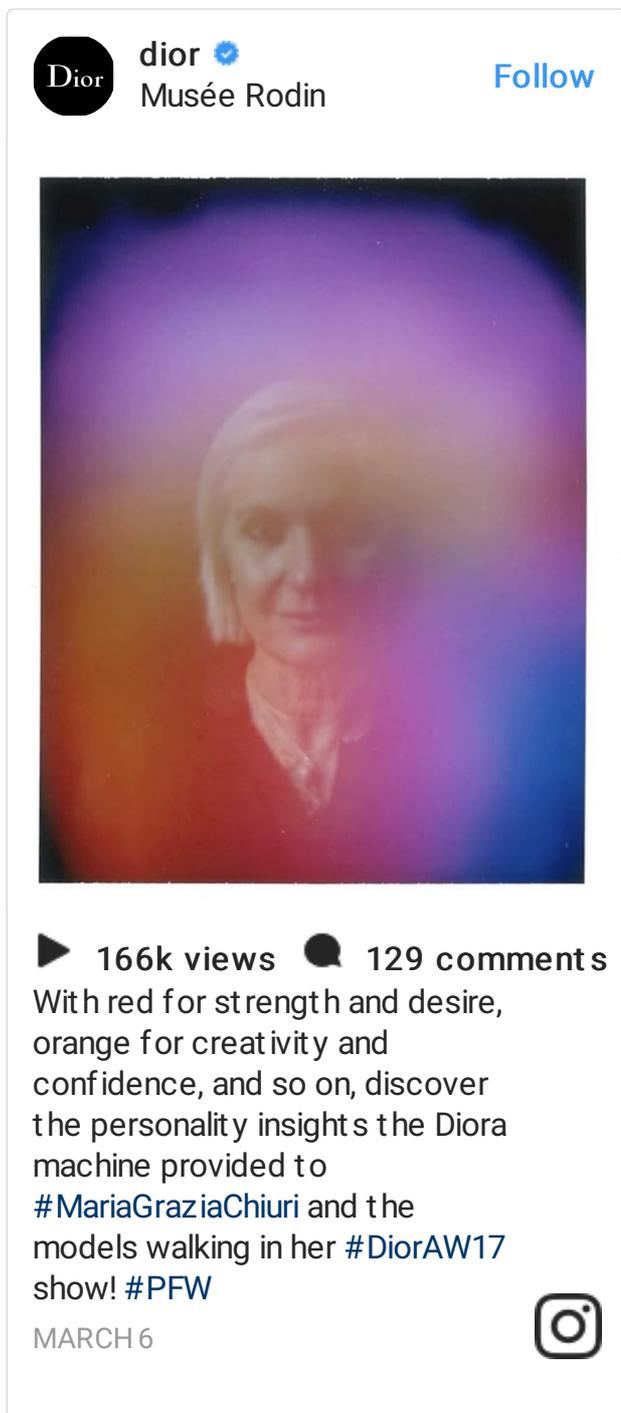
Dior shared a video on Instagram of models having their auras read. While sitting in front of the "Diora" machine's camera, the individuals placed their hands on sensors.



Still from Dior's aura video

The models talk about their predictions and reactions to their own results and their thoughts about the aura of Dior's collection they would be modeling.

A second film shows the results in succession. This includes the image of Dior artistic director Maria Grazia Chiuri and other behind-the-scenes personalities, including Peter Phillips, the creative and image director of Dior Makeup.



An Instagram story shares additional candid responses, with different footage to encourage views.

Whereas models are typically silent participants in runway shows, brands are increasingly tapping into their personal perspectives, allowing consumers to get to know them on an individual level.

For instance, French fashion label Louis Vuitton highlighted the global nature of its spring/summer 2017 runway show with help from a handful of international models.

“Six Girls Six Minutes” gave some of the catwalk strutters a voice, showing footage of the women modeling the collection underscored with their words. Showing these individual perspectives gave more depth to the participants in the runway show, allowing consumers to connect with the stories of these models ([see story](#)).

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