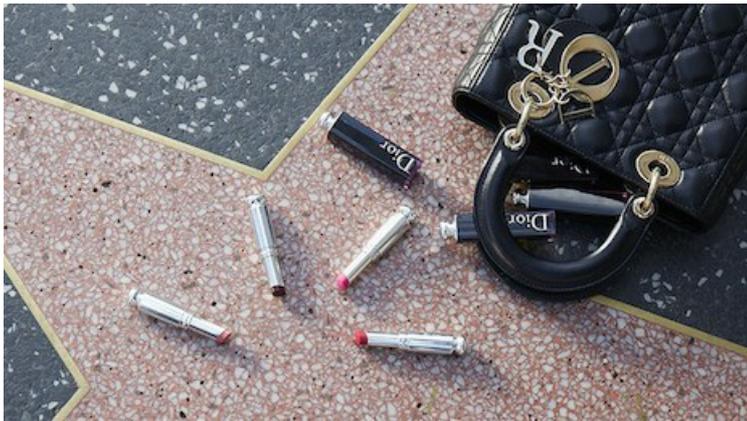


FRAGRANCE AND PERSONAL CARE

Dior Insider launches, bringing AI to luxury beauty sector

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Dior Addict Lacquer Stick

By STAFF REPORTS

French atelier Christian Dior is the latest brand to leverage Facebook Messenger as a method to dispel news and happenings with consumers.

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Dior has launched a new experience via Facebook Messenger called Dior Insider. Similar to other brands' strategies, consumers interested in learning the latest Dior news or who have questions regarding a product can interact with an interactive chatbot software.

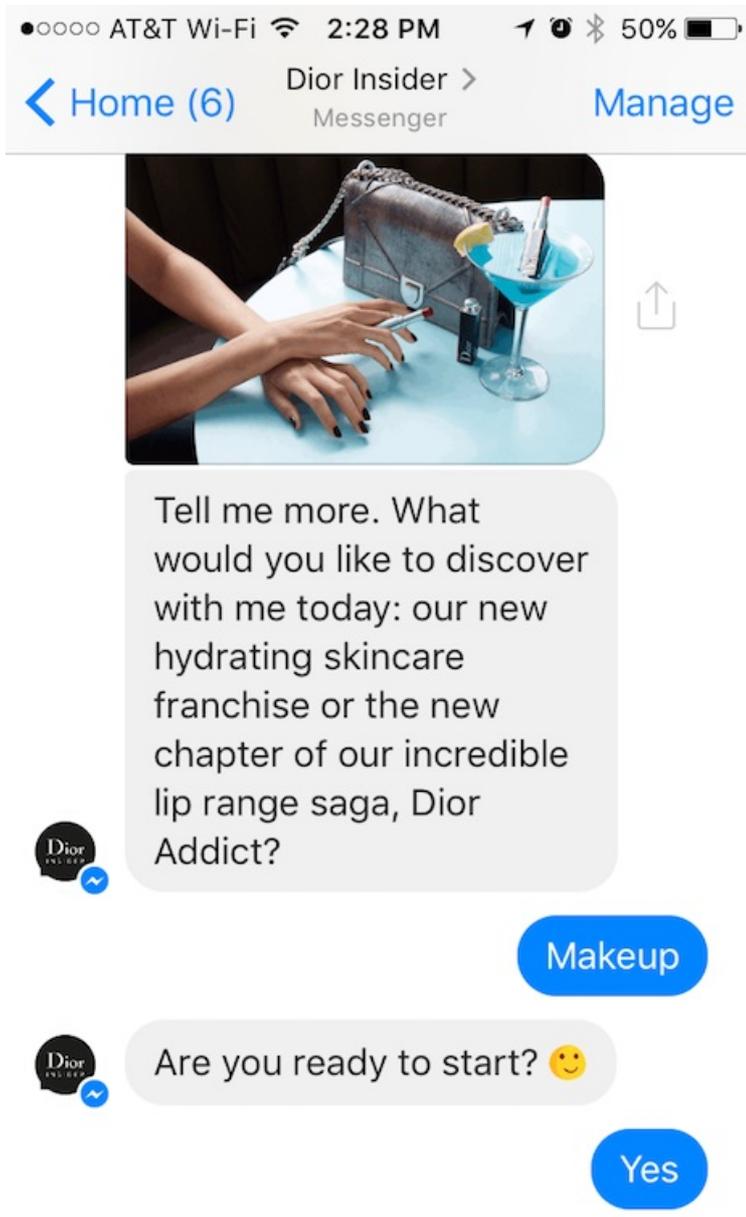
Ask Dior

To introduce Dior Insider to its enthusiasts, Dior sent an email blast to newsletter subscribers.

When a Facebook Messenger icon is clicked within the email's body a new Messenger window opens. Once signed in to Facebook, Dior Insider says, "Exclusively discover all the latest beauty news, products and tips of the house of Dior."

The artificial intelligence behind Dior Insider begins by greeting the user by name and asking if she is one of Dior's privileged clients. If the users responds no, Dior Inside says "Not yet it's just a matter of time" with a wink emoji.

Prompts continue by asking what the user is looking for, giving a choice of skincare or makeup. Within this prompt, Dior Insider suggests products such as the latest addition to the Dior Addict lipstick line.



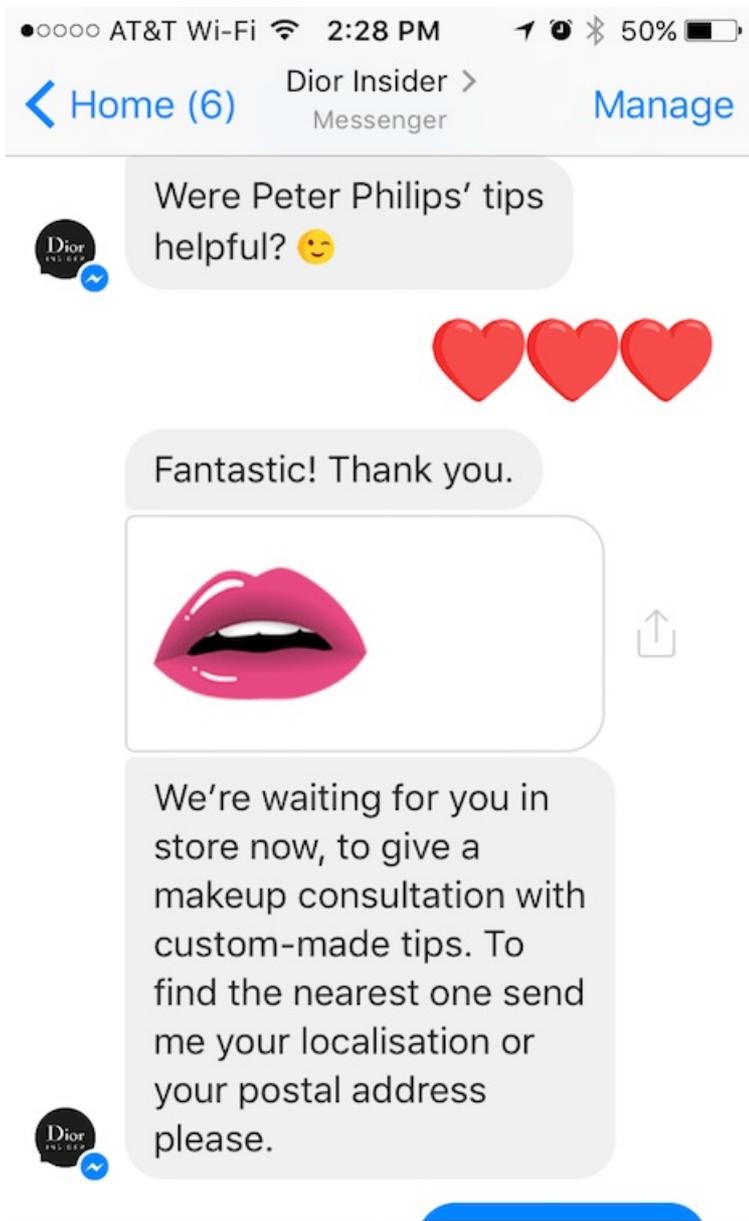
Content shared by Dior Insider

Along with prompts and suggestions, Dior incorporates emojis and GIFs to create a fun and playful experience for consumers. For example, Dior Insider begins to play the Jennifer Lawrence-fronted campaign for Dior Addict lacquer sticks ([see story](#)).

Dior Insider then asks if the user would be interested in hearing what Ms. Lawrence thinks of the product. By saying, "yes, with pleasure," Dior Insider begins an interview with Ms. Lawrence where she talks about her first time in Los Angeles and the lipsticks.

The content provided by Dior Insider is also commerce enabled, with the chatbot sharing shoppable slideshows and a one-click link to Dior's Web site.

Continuing the interaction is a video of tips from Peter Philips, Dior Makeup's creative director, and an invitation to visit a Dior beauty counter for a consultation and custom tips. The chatbot then asks for user's location to find the nearest store.



Content shared by Dior Insider

Dior Insider also promotes the brand's beauty and primary Instagram accounts to help consumers keep the most up-to-date.

Brands from the watch, publishing and fashion categories have introduced chatbots to assist and entertain digital-native consumers.

But, while the luxury sector is rooted heavily in concierge services, only 46 percent of luxury brands have promoted in-store services online, which causes a disconnect in customer service.

According to L2's "Omnichannel report on luxury shopping," most luxury brands are lacking the ability to translate concierge services into the digital age. Many are also missing a huge opportunity to connect to an active audience as only 47 percent of brands posted in Snapchat last October ([see story](#)).