

FRAGRANCE AND PERSONAL CARE

Dior adds touch of couture to limited-edition Miss Dior

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Miss Dior Le Parfum d'Exception Edition 2017

By JEN KING

French atelier Christian Dior is honoring 70 years since the introduction of its first fragrance with a limited-edition flacon echoing the scent's fashionable ties.

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The Miss Dior fragrance was the first scent to be launched by the House of Dior, taking its name and inspiration from founding designer Christian Dior's sister, Catherine Dior. The Miss Dior fragrance is a cornerstone of the atelier as models were spritzed with the scent as they walked the runway at 30 Montaigne Avenue in Paris during Mr. Dior's first collection presentation on Feb. 12, 1947.

"Anniversaries and limited-edition products provide narrative to incite sales," said Chris Ramey, president of [Affluent Insights](#), Miami, FL. "Merchandising provides opportunities to take share from competition and re-engage loyal lagging clients."

Mr. Ramey is not affiliated with Dior, but agreed to comment as an industry expert. [Dior](#) was reached for comment.

Couture fragrance design

In 2012, the House of Dior reformulated the Miss Dior fragrance for the modern consumer. After its re-release, Dior adopted Miss Dior as a limited-edition fragrance called Miss Dior Le Parfum d'Exception Edition starting in 2013.

Each subsequent year has seen the creation of limited-edition bottles meant to celebrate an important aspect of the Dior brand and entice fragrance collectors due to the exclusive and sparse availability of the releases.

Dior often applies a more decorative than the standard knot bow tied around the fragrance bottle neck. In 2015, for instance, Dior included a haute couture bow, a code of the house. The brand used 5.5 meters of lace to create the 25 hand-made and decorated bows for the \$1,900 limited-edition ([see story](#)).

For the 2017 release, Dior has created 47 limited-edition bottles to celebrate the fragrance's anniversary. The Miss Dior Le Parfum d'Exception Edition is tied with a couture knot around the neck in tribute to the late Mr. Dior.



Miss Dior Le Parfum d'Exception Edition 2017

The Miss Dior Le Parfum d'Exception Edition bow features an embroidered motif of black and pink lily of the valley flowers made of hundreds of pearls, small tube beads and sequins applied to a cream-colored satin. The embroidery was done at the hands of Dior's couture workshop.

Each bow took up to six hours of work to be completed.

To demonstrate Dior's couture savoir-faire further, the brand filmed Miss Dior ambassador actress Natalie Portman on a visit to the atelier at 30 Montaigne Avenue.

On her visit to Dior's couture workshop Ms. Portman is introduced to brand artisans, whom she works with to design the 2017 Miss Dior Le Parfum d'Exception Edition bow. Dior's artisans even give Ms. Portman the opportunity to try her hand at the patience and meticulous intricacy needed to create each bow.

Miss Dior Web documentary - Episode 3: Craftsmanship made in Miss Dior

"The knot and packaging reinforce the brand and product inside," Affluent Insight's Mr. Ramey said.

A brand cornerstone

Ms. Portman has been the face of Miss Dior's marketing campaigns since its 2012 relaunch. The actress is also the face of Miss Dior Absolutely Blooming and Miss Dior Blooming Bouquet.

In 2015, for example, Dior celebrated independent women through a narrative twist in a campaign effort for the Miss Dior fragrances.

Directed by Anton Corbijn, the campaign reprised Ms. Portman's role as Miss Dior to tell "the story of a singularly beautiful and inspiring woman taking the boldest of steps toward a future wholly hers." Launched in early February with Valentine's Day a little more than a week away, and nearly all campaigns focusing on love and romance, Dior's campaign stood out due to its refreshing approach to romantic fulfillment ([see story](#)).

When the brand launched Miss Dior Absolutely Blooming, Dior journeyed to the Dior Domain in Grasse, a region with ties not only to the house's fragrance production, but the life of its namesake founder.

Miss Dior, personified by Ms. Portman, joined the brand, going behind-the-scenes to learn about the raw materials that become the fragrance ([see story](#)).

"Scarcity is a pillar of luxury," Affluent Insights' Mr. Ramey said. "Luxury products are meant to be limited to the privileged few.

"The attraction is the limitation," he said.