

APPAREL AND ACCESSORIES

Dior gives children's apparel an attitude in cheeky series

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Two key models from Dior's latest kids campaign

By STAFF REPORTS

French fashion house Christian Dior is lending a rebellious flair to its Baby Dior children's wear collection with the help of two rambunctious siblings.

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Taking inspiration from the Plaza Hotel's fictional mischievous youngster Eloise, the brand has created its answer to the character with Alice, who is featured in a social media series taking place at the Dorchester Collection's Htel Plaza Athne in Paris. Much like her literature predecessor, Alice delights in being rowdy and disregarding the rules.

Babies behaving badly

Dior's series originally ran on its recently launched official Baby Dior Instagram account ([see story](#)). After introducing the content on the dedicated channel, Dior began sharing the photos and videos to its main account.

Introducing its character, Dior first shows Alice repurposing her mother's lipstick as a writing implement, scribbling the words "Baby Dior" on a mirror in red. She also "borrows" her mom's DiorSoReal sunglasses in another scene.

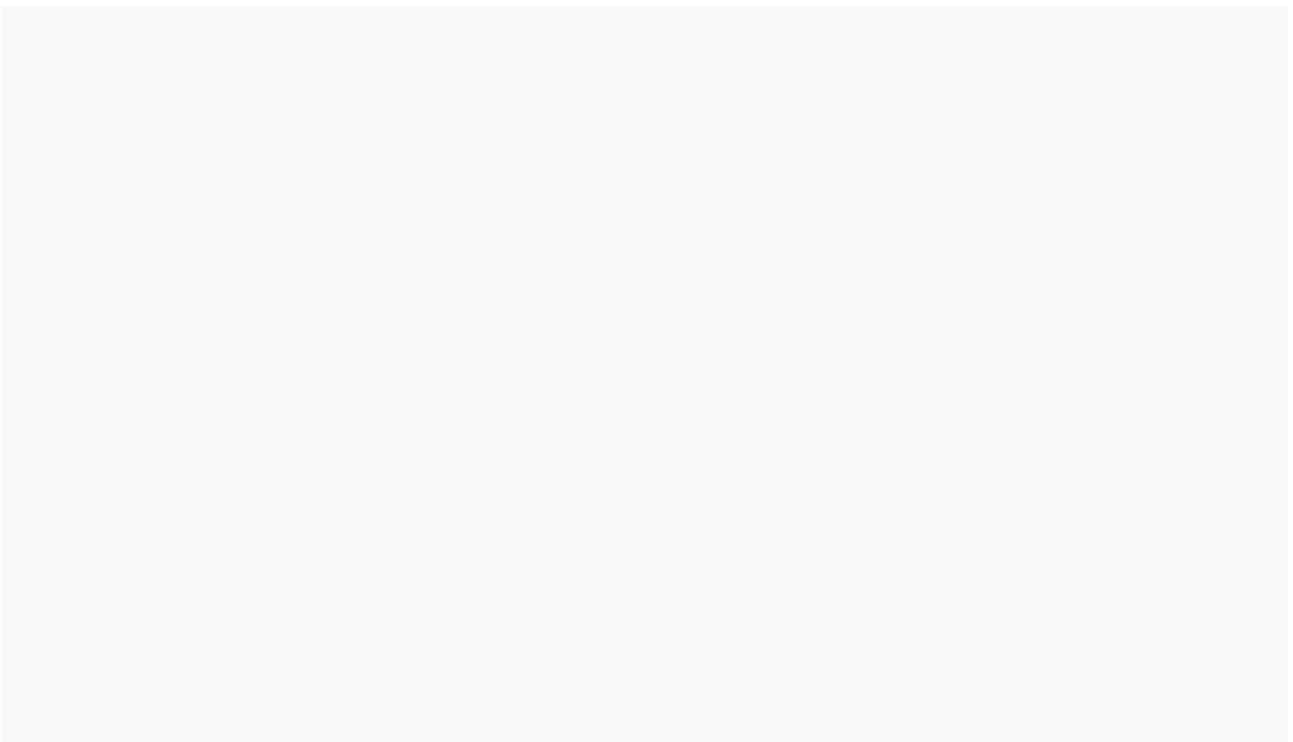


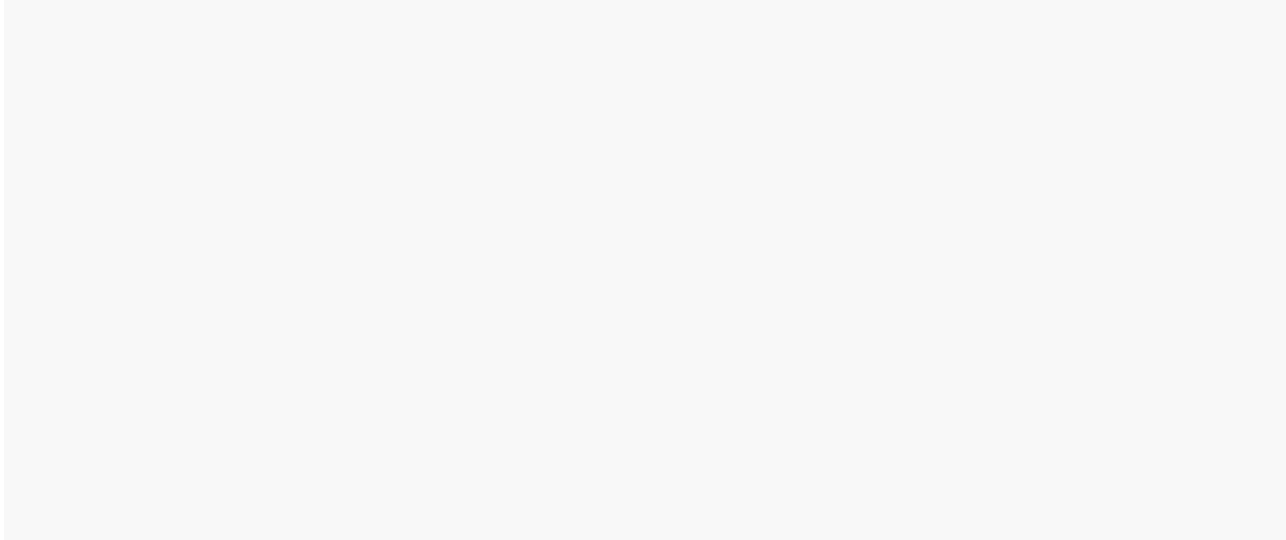
Image from Baby Dior's Alice series

Alice and her brother are shown checking in during a short film. Alice makes a doorman's job more difficult by standing atop their luggage cart.

The duo also plays out a mock paparazzi scene on a grand piano, as Alice poses for her brother the cameraman.

In another scene, the pair shows off their rock star skills as Alice strums a guitar and sings into a hairbrush. A clip finds her playing the harp off-key as her brother cuts the strings of the instrument with comically large scissors.





The #BabyDior insufferable siblings are seemingly unstoppable, and the Hotel @Plaza_Athenee in Paris has the dubious privilege of witnessing their energetic expressions of unquestionably off-key musicality!

A post shared by Baby Dior official (@babydior_official) on Apr 18, 2017 at 9:43am PDT

Compared to many of its peers, Dior puts a lot of focus on its children's wear marketing, creating campaigns that rival its women's and menswear collections.

In a previous effort, the label transported even its smallest enthusiasts to a place of luxury and refinement.

For the Baby Dior spring/summer 2016 collection campaign, the brand headed to the Palace of Versailles outside Paris to explore the flower beds of its gardens and the outdoor Hall of Mirrors. Dior spent ample time and energy on its children's wear campaign, as much as if it were adult ready-to-wear, further highlighting the interest today's consumer has in the category ([see story](#)).

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