

APPAREL AND ACCESSORIES

Dior exudes female confidence in fall 2017 film

May 22, 2017



Jennifer Lawrence for Dior fall 2017

By JEN KING

French fashion house Christian Dior is introducing consumers to its fall 2017 collection with assistance from la fille Amricaine.

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The nearly two-minute film is a continuation of Dior's Jennifer Lawrence-fronted fall campaign that was photographed by Brigitte Lacombe. In the campaign stills, Ms. Lawrence, a frequent ambassador for Dior, is shown "just as she is" as the brand continues its focus on femininity and the female perspective under the creative direction of Maria Grazia Chiuri, first woman to hold the position.

"Luxury is not about being well-received," said Chris Ramey, president of [Affluent Insights](#), Miami. "It is about brand DNA.

"In this case, the film reinforces what matters: Dior's new artistic director, Maria Grazia Chirui and her point of view - brand DNA," he said.

"The film reflects the collection as an extension of Jennifer Lawrence."

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

An American girl in Dior

In the black-and-white series of images, Ms. Lawrence appears very casual, relaxed and without artifice.

Instead of an abstract high-fashion shoot, Dior's Ms. Chiuri and Ms. Lacombe wanted the imagery for fall/winter 2017 to correspond with Ms. Lawrence's personal style and how today's modern young woman dresses.

Ms. Lawrence wears a Bar jacket over a statement tee with loose fitting jeans. Text on one of the tees reads, "We should all be feminists" ([see story](#)).

The film portion of Dior's fall campaign, titled "La Fille de Americaine" or the American Girl in English, was directed by French director and magazine editor Fabien Baron.

Shot with a shaky hand, the film's opening credits evoke a film noir style. When the video begins, Ms. Lawrence is seen sitting on a chair, reaching her handbag and pulling out a lipstick.

Her actions are dramatized by the way Mr. Baron shot the scene. The director quickly zooms in on the lipstick as Ms. Lawrence removes the cap for added effect.

Showing campaign breadth, Ms. Lawrence also serves as this particular lipstick's brand ambassador. Announced in 2015, Ms. Lawrence has been the campaign face of a number of efforts developed for the Dior Addict line ([see story](#)).



Jennifer Lawrence for Dior's fall 2017 campaign; photo by Brigette Lacombe

The scene then narrows its focus on Ms. Lawrence's handbag, and when it does the screen goes black and reads "le sac," or the bag, in white lettering.

Dior continues this concept by showing Ms. Lawrence smelling a flower as the screen pans to black and says "la fille," meaning the girl. Another shows Ms. Lawrence anxiously looking down at her cellphone, kept in a Dior case, with copy reading "le texto," or the text.

After Dior products are introduced or shown, La Fille Amricaine concentrates on the emotions portrayed by Ms. Lawrence such as sadness and joy.

Another scene tells of an action, with Ms. Lawrence slowly pushing a small vase and flower off a table's edge to signify "the argument," as told by the off-screen voiceover.

Dior's La Fille Amricaine ends with Ms. Lawrence fixing her hair as the narrator says "Le blonde."

Dior fall 2017 collection - Jennifer Lawrence in La Fille Amricaine

La Fille Amricaine is accompanied by a behind-the-scenes video that brings viewers onto the set.

In an interview segment, juxtaposed with making-of shots, Ms. Lawrence explains that she loves what Ms. Chiuri is doing at Dior, because as a female fashion designer she knows about a woman's body.

Ms. Lawrence also mentions that there are not many female photographers in fashion, and that she appreciated her opportunity to work with Ms. Lacombe on the campaign stills.

Dior fall 2017 - Behind-the-scenes with Jennifer Lawrence

The future is female

Ms. Lawrence's statements in the behind-the-scenes content are a subtle nod to Ms. Chiuri's overarching feminist theme in her campaigns and collections since joining Dior.

For example, Dior put a feminine lens on its spring/summer 2017 ready-to-wear collection to mark the milestone of its first female artistic director's debut.

#TheWomenBehindTheLens gave nine photographers carte blanche to shoot the season's fashions in their own way. Making their work more personable, the women were captured on film talking about their art for Dior as well as their feminist observations and opinions ([see story](#)).

"Dior's primary prospects are women," Affluent Insights' Mr. Ramey said. "Embracing its values is essential to touching their heart.

"Luxury is not product," he said. "It is an aligning of intangible stars."

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