

APPAREL AND ACCESSORIES

## Dior aims for balance between targeting kids, parents for children's collection

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*The new video campaign for Baby Dior markets kids clothes but is focused on the adults who will pay for them*

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French apparel and accessories brand Christian Dior is keeping the focus on children while actively targeting parents' wallets with a new video campaign for its autumn/winter 2017-2018 Baby Dior collection.

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In a pair of videos, Dior debuts its new Baby Dior collection in a playful, fun environment while keeping many of the standard tropes of luxury video campaigns in an attempt to make the clothing appealing for both children and parents. When marketing children's clothes, it is still the parents who ultimately make the purchase, so striking a balance is necessary.

### Striking the balance

When brands market children's wear, common sense might indicate that the marketing should reflect what children want to see. But in reality, and especially when it comes to luxury, it is often the parents whose whims must be influenced more than the children.

Luxury apparel, by virtue of being non-essential and therefore something to purchase for reasons of status, has a different standard for marketing than other types. The kinds of parents who would buy luxury clothing for their children do not need to be convinced of the affordability of the products or the ease with which grass stains can be removed.

To this end, luxury brands such as Dior must negotiate a careful balance in their marketing between content that kids can enjoy and find appealing while also catering to the parents who will make that purchase.

In two new videos, Dior attempts just by using many of the familiar trappings of modern fashion video campaigns but with children rather than adults.

In the first video, titled "Paris, je t'aime," a pair of children act out a common sight in many fashion videos: a boy and a girl, wandering the streets of Paris in immaculate clothing, taking in the sights or gazing off the side of a bridge, while the camera focuses in on their clothes and their playful spirits.

*Dior's Paris, je t'aime*

The only real difference between this video and something you might see for the adult collection is the music, which is more playful than the occasional edgy music sometimes used in fashion ads, and the lack of any romantic or sensual themes, which would play quite poorly for children's clothing, understandably.

In the second video, titled "Haute Couture," the music is replaced with jaunty hard rock as a group of young girls frolic and make mischief in ballet-inspired Baby Dior dresses.

#### Mini-me trend

For many luxury consumers, one of the appeals of buying luxury children's clothing is the ability to match your child's outfit with your own, the so-called "mini-me" trend.

These matching outfits are often shared on social media, where the images will live on long after the child has outgrown the clothes in a few years.

Dior has embraced this trend, opening an additional Instagram account specifically for images of kids in Baby Dior clothing.

The latest addition brings Dior's account total up to four and allows the brand to speak directly to its niche audiences with content relevant to individuals rather than a broad approach. Although this social media strategy yields focused engagement, marketers need to produce a continuous flow of content or risk boring the audience ([see story](#)).

#### *Dior's Haute Couture*

Dior has also marketed its children's clothing with ads that are clearly meant for adults with references that most children would probably not get.

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 ([see story](#)).

The Eloise books were published in the 1950s, and while many parents might have fond memories of reading them, the chances of the actual kids whose clothes are being marketed using an homage to Eloise knowing who she is are low.

Nevertheless, Dior is clearly riding on this strategy of marketing their children's clothing lines toward adults, as the latest pair of videos show.