

FRAGRANCE AND PERSONAL CARE

Dior boosts social presence for scent in dedicated Instagram

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Dior Parfums has been given its own Instagram. Image credit: Dior Parfums

By STAFF REPORTS

French couture house Christian Dior is expanding its Instagram footprint further with the creation of a perfume-centric account.

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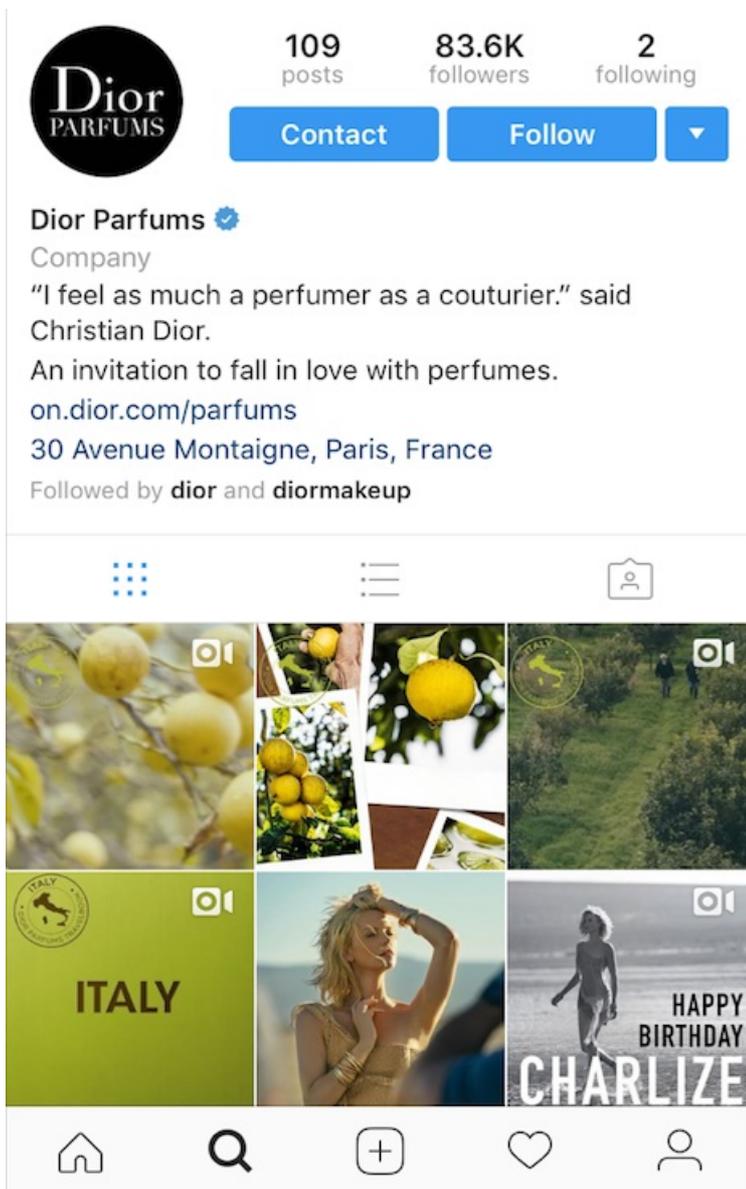
Since the launch of its makeup Instagram profile last year, Dior has since added accounts for its children's wear and menswear, creating spaces to serve up content to a more specific audience. Now, the brand is reaching out to fragrance aficionados with its newly created @DiorParfums handle.

Social scents

Dior Beauty sent an email to newsletter subscribers on Aug. 10 alerting them to the new profile. Before this push, the brand built up content on the account from May.

Whereas the @DiorMakeup profile delves into the world of Peter Philips, creative and image director of Dior Makeup, @DiorParfums highlights the main nose behind Dior's fragrances, Francois Demachy.

Since launching the account, Dior has provided a glimpse into Mr. Demachy's laboratory in Grasse, France and followed the perfumer on travels to far-flung locals such as India and Italy to collect ingredients.



@DiorParfums Instagram account. Image credit: Dior Parfums

The account also shares photos from parties, such as an event centered on Miss Dior in Shanghai.

Dior is one of many luxury brands that are catering to niche audiences with separate social accounts for various departments.

Luxury brands, while already considered a niche group, have been appealing to even smaller groups with multiple social media accounts on one platform. Marketers have seen more engaged followers by focusing on these smaller groups, but should be wary of letting these extra social media accounts go dormant ([see story](#)).