

FRAGRANCE AND PERSONAL CARE

Dior takes a step towards film with latest perfume ad

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Miss Dior's latest film asks viewers "What would you do for love?"

By BRIELLE JAEKEL

French fashion house Christian Dior is building on its relationship with Natalie Portman as the personification of the fragrance Miss Dior with a spot that views more as a music video combined with a film trailer rather than a perfume ad.

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The actress is taking her place as Miss Dior yet again, but is flexing her film muscles a little more. The new spot asks viewers, "And you, what would you do for love?" while constructing a narrative meant to put the focus on a fiery love affair.

Miss Dior

Set to Sia's "Chandelier," the new Miss Dior ad tells a love story directed by Emmanuel Cossu.

The short film begins with Ms. Portman walking down a palm-tree lined street while taking off her sunglasses. Quickly and indicative of a film trailer, the video cuts to a scene of the actress and a man fighting in a bedroom as she is wrapped in a towel.

Miss Dior - The New Eau de Parfum

He yells to her, "I love you" and she responds back, instructing him to "prove it." As Sia's power ballad hits a powerful note, Ms. Portman can be seen jumping off a dock into the ocean wearing a bold blue dress.

More footage of the two lovers is shown as the song continues, chasing each other playfully on the beach and in their room. Footage also shows the two fighting and Ms. Portman singing on a bus in frustration.

The film is meant to portray the ups and downs and passion in love, as more footage shows them laying in bed and caressing each other on a bus. She is shown driving a pink convertible on the beach, which is eventually revealed to be spelling out the word "love" in the sand.

Miss Dior's ad ends with Ms. Portman asking viewers, "And you, what would you do for love."

Miss Dior - Behind the scenes

Dior campaigns

Dior also recently honored 70 years since the introduction of its first fragrance with a limited-edition flagon echoing the scent's fashionable ties.

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 ([see more](#)).

Christian Dior's recent new perfume bloomed with roses from its plantation in Grasse, France.

To introduce its latest scent in the Miss Dior perfume family, 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 more](#)).

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