

FRAGRANCE AND PERSONAL CARE

Dior bids for maturing millennials with youthful skincare range

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Dior formulated Capture Youth specifically for consumers in their thirties. Image credit: Dior

By STAFF REPORTS

French fashion house Christian Dior is capturing the youthfulness of Cara Delevingne to promote its latest skincare range.

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Ms. Delevingne made a name for herself on the catwalk, appearing in high-profile luxury brand campaigns and on international magazine covers in recent years, and has now worked to establish herself as an actress. Known for her charismatic, no-holds-barred personality, her association with the House of Dior will likely serve as a draw for younger consumers not yet familiar with the LVMH-owned brand's skincare offerings.

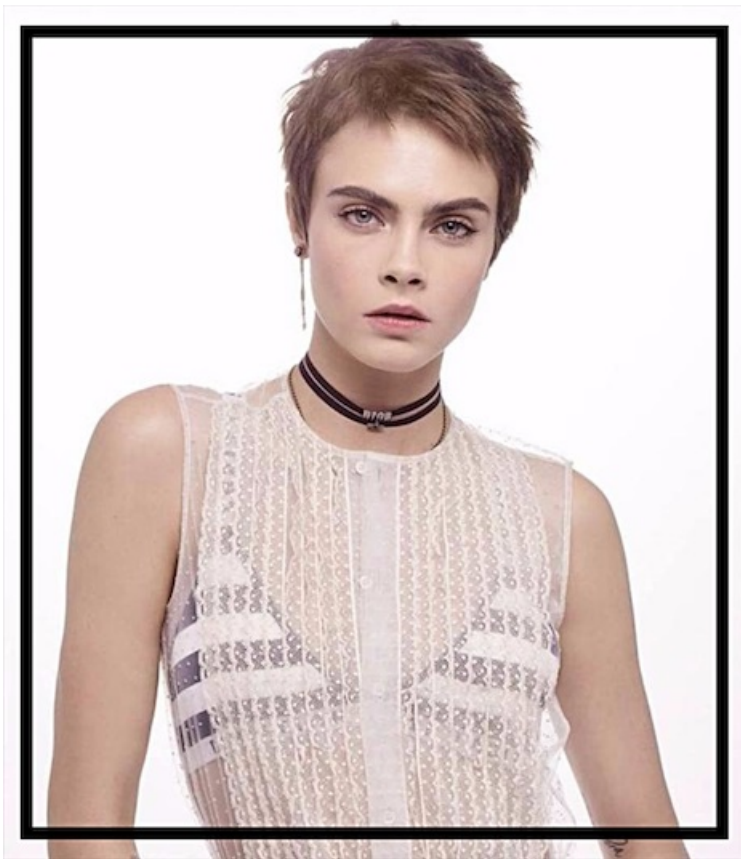
The science of youthfulness

The 25-year-old British model and actress has been named the ambassador of Dior's soon-to-launch skincare line, Capture Youth.

Dior's Capture Youth has been designed specifically for women in their thirties.

Due to fears associated with growing old, many women are inclined to begin the use of anti-aging products when they turn 30 years old, but Dior's youthful positioning looks to reexamine the skincare category, especially as millennials mature.

To promote the science behind its skincare, a frequent tactic to legitimize its personal care offerings, Dior hosted the annual Dior Skincare Scientific Summit in Tokyo on Oct. 24 to discuss the properties and research of Dior Capture Youth.



Cara Delevingne for Dior Capture Youth skincare. Image credit: Dior

Through its work with the European Institute of Antioxydant and the Pierre et Marie Curie University, Dior set out to better understand how the skin ages. Over its 10-year research period, Dior found that the higher the total power of antioxidants as measured by PAOT technologies, the younger the skin.

Dior Capture Youth will bow in January 2018. Details of packaging, pricing and the supporting Ms. Delevingne-fronted campaign have not yet been shared by the brand.

Recently, Dior Skincare has invested its attention into a younger segment of the personal care market.

In March, Dior committed itself to environmentally friendly skincare with a new personal care launch.

The LVMH-owned house offers a varied skincare collection, but many products, such as anti-aging creams and firming serums, are geared toward an older, more mature demographic. Dior's Hydra Life, a collection of nine products, is skewed toward a younger, product-conscious consumer as the line is free of unnecessary ingredients and is sold in colorful, eco-designed packaging ([see story](#)).



Campaign image for Dior Hydra Life. Image credit: Dior

Dior's Capture Youth, as well as Hydra Life, is also intertwined with the skincare industry's move away from products labeled as anti-aging, with some brands swapping the vocabulary for names that promote youthfulness rather than show an age bias.

Media is also taking notice of consumer preference and shifts in awareness, with titles such as Vogue Italia dedicating an issue women over the age of 60 ([see story](#)) and Allure magazine, which no longer uses the term anti-aging.

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