

FRAGRANCE AND PERSONAL CARE

## Dior rallies behind "time is now" mantra for skincare launch

January 3, 2018



*Cara Delevingne is the embodiment of youthfulness. Image credit: Dior*

By JEN KING

As millennials mature, French fashion house Christian Dior is looking to speak to the demographic's concerns of aging with the introduction of the Capture Youth skincare line.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

In October 2017, Dior announced that British model Cara Delevingne, known for her charismatic, no-holds-barred personality, would be the brand ambassador for the Capture Youth collection of skincare products. Despite the skincare formulas being designed for women in their thirties, Dior's appointment of 25-year-old Ms. Delevingne is a bid by the French atelier for the millennial market share who may be unfamiliar with its skincare offerings.

"The demographic is certainly focused on radiant, healthy skin and age prevention is part of that," said Larissa Jensen, beauty industry analyst at [The NPD Group](#), Port Washington, NY.

"Older millennials are slower to the curb of aging since they have grown up in era of sun protection," she said. "Additionally, skin care is both part of their wellness routine as well as their makeup prep. They are doing more for their skin earlier in their life as part of their everyday beauty routines."

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

**#(Wo)manifesto**

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 ([see story](#)).

To promote the Capture Youth skincare line, Dior worked with Ms. Delevingne on campaign materials that play off the fact that both brand and model share the same initials.

In a teaser, Ms. Delevingne, dressed in Dior ready-to-wear, says "CD," along with both her full name and Christian Dior, stating that it is a "perfect match."

A second teaser, titled "#(Wo)manifesto" shows Ms. Delevingne close-up, as she pronounces "woman" using

different stresses. The model then says, "I am a woman. Yes, I am. And nobody can do it like we can."

Dior's third teaser for the campaign, breaking Jan. 3, features Ms. Delevingne repeating "now" multiple times before stating, "It's really all there is."

As the 15-second clip continues, Ms. Delevingne says, "If you want to make something happen, the time is now."

On the brand's content site [DiorMag](#), where the video teasers have been posted, Dior shares its hope that "the time is now" maxim becomes more than just the Capture Youth product line tagline to become "the rallying cry of the generation for which [Ms. Delevingne] is an icon."

Additional campaign materials show Ms. Delevingne describing Dior in three words: timeless, innovation and beauty. The model then describes the Dior Woman as being the person in a room that everyone else wants to be and how her own personal motto is "embrace your weirdness."

## THE TIME IS NOW CAPTURE YOUTH

THE NEW' ANTIOXIDANT AGE-DELAY REGIMEN



*Dior Skincare's Capture Youth collection includes serums and an age-delay cream. Image credit: Dior*

Despite its feminist perspective and empowering mantra, when Ms. Delevingne was appointed ambassador of Capture Youth, Dior did receive negative commentary from consumers and the media. Many felt that a not-yet-30 model was not the best choice for a skincare campaign geared toward an older, maturing millennial demographic.

Nevertheless, Ms. Delevingne's sway among millennials superseded agism as Dior felt her persona is a reflection of Capture Youth and results gleaned when used by a consumer looking to curb the signs of aging.

Based on 10 years of skin aging research, Dior and its scientific partners found that the higher the total power of antioxidants as measured by PAOT technologies, the younger the skin.

Capture Youth is designed to delay aging before signs appear. The range includes five targeted serums to meet specific skincare needs and a single universal antioxidant creme.

Serum options include formulas for illuminating, plumping, lifting, anti-redness soothing and mattifying. Each serum retails for \$95 for 1 ounce.

By using the \$95 Capture Youth age-delay advanced creme with a serum, consumers are able to create a personalized skincare regimen.

### Shifting awareness

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 nine-product Hydra Life collection is skewed toward a younger, product-conscious consumer as the line is free

of unnecessary ingredients and is sold in colorful, eco-designed packaging.

Dior's Capture Youth, as well as Hydra Life, is 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.

"The term anti-aging has become polarizing as it implies there is something inherently wrong with aging itself," The NPD Group's Ms. Jensen said.

"As a society, we have become more intent on self-acceptance, and we embrace aging as a natural and expected part of life," she said. "Focusing on the overall health benefits of the products instead can be a more powerful marketing tool for any brand."

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.