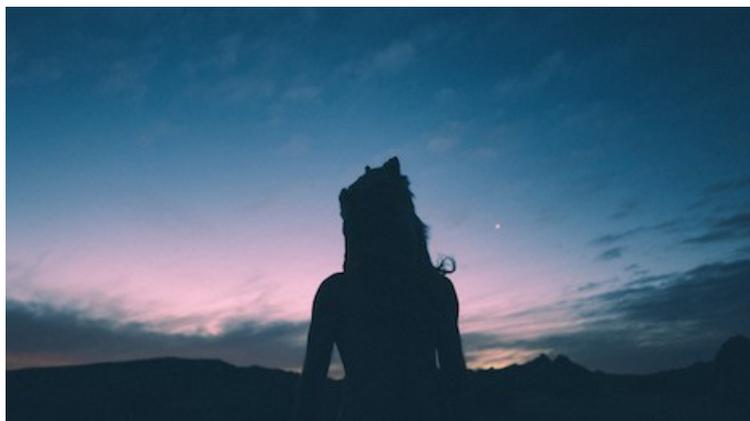


FRAGRANCE AND PERSONAL CARE

Dior weaves twilight tale around Sauvage

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Dior's "Legend of the Magic Hour" tells the story of the coyote. Image courtesy of Dior

By SARAH JONES

French fashion label Dior is immersing consumers in the world of its Sauvage Eau de Parfum through a short film inspired by scent.

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Set in Joshua Tree, "Legend of the Magic Hour" captures a number of characters awaiting twilight in the desert, a time when the mythical coyote from Navajo folklore is said to appear. While Dior has previously created films around Sauvage, this eight-minute short aims to further paint a picture of the fragrance's world through more long-form storytelling.

"The perfume is called Sauvage, and we saw the name as an invitation to move away from the more obvious advertising codes," said Arthur de Kersauson, co-director of the film. "It gave us a good reason to break away from what people always expect of a perfume by a major house."

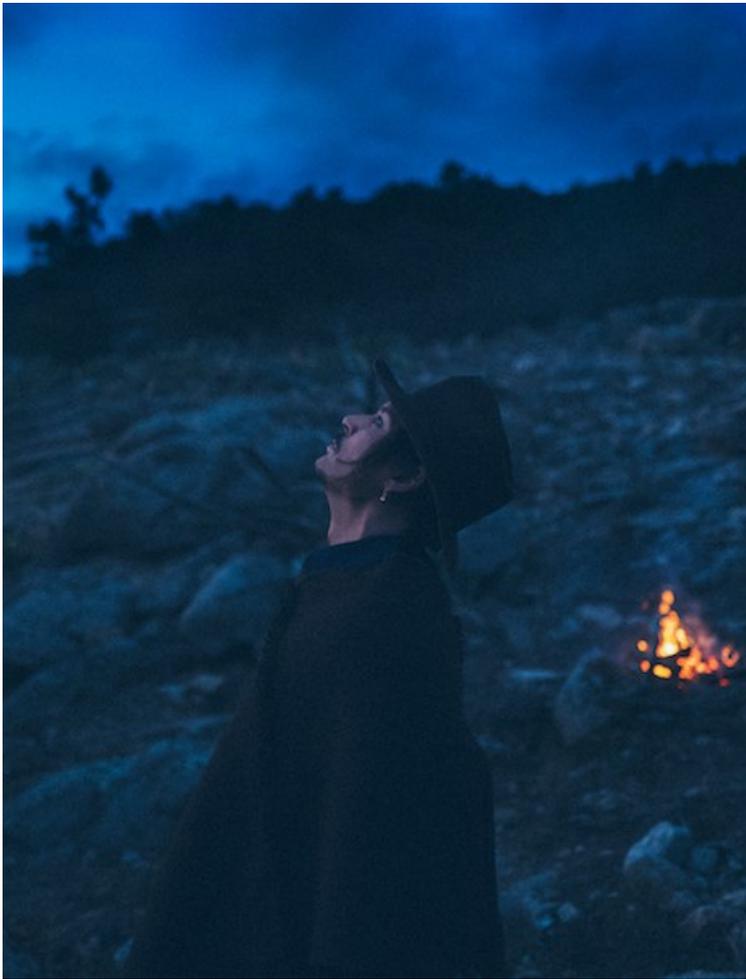
Sauvage short

For its latest marketing effort around Sauvage, Dior tapped directors Clment Beauvais and Mr. de Kersauson.

The duo took the fragrance as a loose inspiration, crafting a narrative set in the California desert.

At the start of the film, a man wearing a coyote headdress walks across the desert under a deep blue sky.

Actor Johnny Depp, who is the face of Sauvage, then appears at a campfire as he narrates the film, telling the story of the trickster coyote responsible for assembling the Milky Way.



Still from Dior's "Legend of the Magic Hour." Image courtesy of Dior

According to legend, the holy people called upon the god of fire to light the night sky. As he was placing crystals carefully throughout the sky, coyote appeared, changing the appearance of the stars.

The animal took the god's pouch of stars and blew the rest across the sky, creating the galaxy.

Folklore also says the coyote came to earth to mess with mankind.

Translating this myth to the present day, the film follows a man in a suit, a pair of guitarists and a group of young women as they await twilight, when the sly animal appears.

In the movie, a real coyote does appear in a diner kitchen as he scrounges for food.

"There is chaos and harmony as the whole world turns blue," Mr. Depp says, describing the "blue hour" that comes seemingly instantaneously.

Scent storytelling

Christian Dior previously headed to the desert for an immersive fragrance effort that focuses on nature.

Dior's marketing push for its Sauvage Eau de Parfum saw Mr. Depp return as the scent's face. Following in the vein of previous promotions for the Sauvage line, the advertising leans on scene setting to translate a sense of smell to a visual medium ([see story](#)).

The brand's recent perfume ads have also taken a cinematic approach.

Christian Dior built 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.

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 ([see story](#)).

"Just like Johnny Depp's character, which is free from all constraints, this film arose from an intuitive feeling that luxury can escape the usual visuals," Mr. de Kersauson said. "The house of Dior has opened the way for that, and

with Sauvage, luxury can turn its back on the obvious to become an experience, a myth and a mystery.

"Dior has, in some way, redefined luxury with a vast expanse of sand and a mystical aura," he said. "For us, it was an invitation to gain even more freedom by putting as much distance as possible between Dior and the risk of 'museumization.'"

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