

FRAGRANCE AND PERSONAL CARE

Christian Dior declares its love for fragrance through French individuals

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Dior celebrates its love passion for perfume in new vignette series. Image credit: Dior

By BRIELLE JAEKEL

French fashion house Christian Dior is uniting those who feel passionate about fragrances in a new film endeavor.

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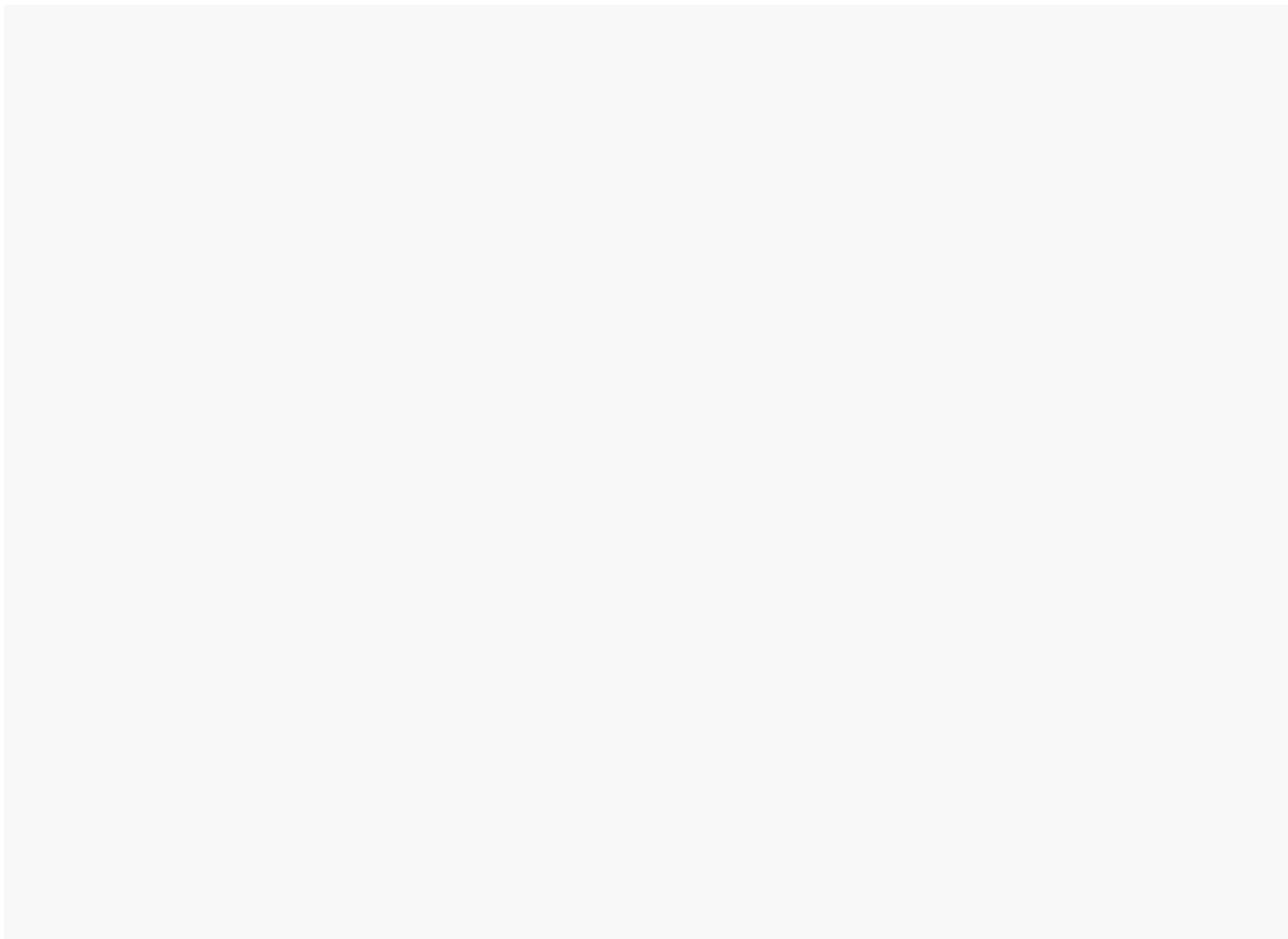
Dior has taken on nine ambassadors who love perfume to discuss their favorite aromas, memories related to fragrances and more talking points in regards to the industry. A film series features each of the notable fragrance lovers in an aesthetic with a notable Parisian feel.

Passion for perfume

Each film is set to a peaceful piano score, as the subject discusses his or her thoughts on perfume in their own spaces, speaking in French.

Lou Doillon, Mathilde Favier, Charlotte Le Bon, Marie-Agnes Gillot, Sonia Sieff, Sophie Vouzelaud, Pierre Banchereau, Jean Imbert and Mathias Kiss are the notable French figures who are the stars of Dior's films.

Musician, actress and daughter of Jane Birkin, Ms. Doillon shows Dior fans the inside of a Parisian apartment as she discusses her emotions related to scents as well as how it feels to open a book and listen to a record.



@loudoillon, our fragrance lover, shares her passion for perfume. She played the game by opening up her home to us in a video in which she shares her personal relationship with books, music and perfume #maisonchristiandior

A post shared by Dior Parfums (@diorparfums) on Jul 12, 2018 at 7:16am PDT

Quebecois actress Ms. Le Bon discusses smells of her past, talking about memories of oil from her mother and the scent of wooden pencils.

The seven other films within Dior's campaign discuss similar notions, such as Christian Dior PR director Ms. Favier talking of her scent memories and florist Mr. Banchereau of his grandmother's hairspray.

Dior's film featuring Mr. Banchereau

Dior explains that its film series is a declaration of love to perfume, as it feels it is a part of its brand.

The brand says that while these fragrance lovers have different memories and tastes, they have their passion for perfumes in common.

Its films are being released throughout social media, along with supporting content featuring still images and more of those who are featured in its campaign.

Dior fragrance campaigns

Christian Dior has also recently extended the role of a frequent brand face to market its latest women's perfume.

Actress Jennifer Lawrence is the spokeswoman for Dior's new women's perfume, building on a long-standing relationship with the brand. She joins other notable celebrities such as Natalie Portman and Charlize Theron, who are also Dior Parfums spokesmodels ([see story](#)).

The fashion house also built on its relationship with Natalie Portman as the personification of the fragrance Miss Dior with a spot that viewed more as a music video combined with a film trailer rather than a perfume ad.

Ms. Portman took her place as Miss Dior yet again, but flexed her film muscles a little more. The 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).

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