

HOME FURNISHINGS

Dior continues push towards fragrance with online launch

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Dior launches its Maison Dior collection online. Image credit: Dior

By BRIELLE JAEKEL

French fashion house Christian Dior has brought its new fragrance concept to its digital pages, expanding on the future of scent.

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Dior has launched a new home for its perfume with the idea to bathe oneself and one's home in the scents of the label. As it continues to grow, the label has brought its collection to the Internet along with a strong campaign.

Beyond perfume

"When love of perfume becomes a lifestyle" is Dior's tagline on its dedicated page for Maison Christian Dior.

The collection offers a series of products for the person and the home infused with its various perfume scents.



Maison Dior fragrance. Image credit: Dior

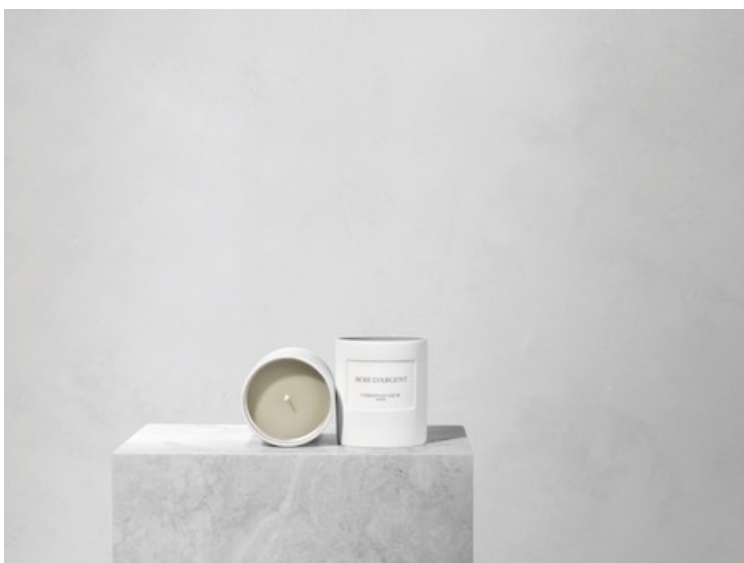
Candles, soap and other products for the home are available with different Dior fragrances. Soaps are available in both liquid and bar forms, and Dior's candles have a 70-hour burn time.

Scents have been blended into special creams, said to prolong the impression of the perfume. These are available in Ambre Nut, Balade Sauvage, Sakura, Rose Gypsy and Jasmin Des Anges, for 92 euros, or \$107 at current exchange.

Offline, special spaces have been designed to showcase products from the collection. Named Maison Christian Dior apartments, these are located around the world, including one in Paris' Place Vendme.

The newly launched online boutique features these products as well for consumers to buy them all over the world, no matter their location, bringing the bricks-and-mortar experience to ecommerce.

To help bridge the gap for consumers who wish to purchase fragrances online without the option of smelling it themselves, Dior has created fragrance advisors. These experts are available to help customers with all of their fragrance needs on Dior.com.



Maison Dior candle. Image credit: Dior

Also now available online are services such as fragrance bottle engravings.

Dior fragrances

To promote Maison Christian Dior, the French fashion house is uniting those who feel passionate about fragrances

in a new film endeavor.

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 ([see story](#)).

Dior 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](#)).

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