

APPAREL AND ACCESSORIES

Dior embraces female friendships in '60s-inspired story

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Image credit: Dior

By SARAH RAMIREZ

French fashion house Christian Dior is celebrating sisterhood and rebellion in an effort centered on female freedom.

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The brand's fall/winter 2018 campaign centers on the short film, "A Story of Women," which follows a group of young women in Paris. Instead of following a narrative, nonlinear vignettes capture moments of friendship, drama and mystery.

"The Dior women is a proud, strong woman and friends are absolutely something she values," said Alison Bring, chief marketing officer at [Launchmetrics](#). "With millennials being the fastest growing segment for luxury brands, this video is certainly the way to reach that woman and build a strong brand connection with her."

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

Independent women

Directed by photographer Pamela Hanson, A Story of Women is inspired by French new wave cinema.

Dior's "A Story of Women" follows a diverse group of young women

The film's brief snippets are introduced with French titles. The vignettes touch on friendship, love, daydreams, mystery, drama and more. In a humorous touch, one title even reads "pomme frites," or french fries.

No men are seen in the video, putting the focus solely on the women and their interactions with each other. The stars of the film are meant to embody the intellectuals who populated the women's liberation movement in 1968.

Among the '60s-inspired fashions the women wear are wool caps, patchwork dresses, plaid suits, bohemian blouses, wide-leg pants and large, colorful sunglasses.

Dior stores across the globe have also updated their window displays to mark the new women's collection.



Christian Dior stores have updated their window displays. Image credit: Dior

Storefronts are adorned with slogans, magazine covers and photographs from the Dior archives. With a bold palette of primary colors contrasted with black and white, the collages are reminiscent of the mod era.

The wrappings also include phrases of revolt, continuing the theme of feminism seen in the collection and campaign.

Feminist fashion

In the last couple of years, Dior has been embracing women's empowerment more openly.

When Maria Grazia Chiuri became the first female artistic director of Dior in 2016, she shifted the brand's design focus from "feminine" toward "feminist." In a show opening Paris Fashion Week, she papered the walls with feminist slogans including "women's rights are human rights" and offered up a sweater that seemed to demand greater regard for the importance of consent ([see story](#)).

Christian Dior also continues to work with feminist actresses to market its fragrance offerings.

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](#)).

"Brands are re-thinking the way they use content to communicate and engage their customer," Ms. Bring said.

"Brands need to be extra creative in building campaigns that reach the customer in new ways. "