

FRAGRANCE AND PERSONAL CARE

Dior creates home for skincare on Instagram

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Dior Skincare has launched a new Instagram account. Image credit: Dior

By STAFF REPORTS

French couture house Christian Dior is putting the focus on skincare with the debut of a dedicated Instagram account.

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According to [Intel](#), skincare and anti-aging products have seen a 5 percent growth rate from 2012 to 2017. As products aimed at promoting skin health become more of a focus for consumers, Dior is giving its skincare a boost on social media, creating a space for conversations about the formulations and uses of its products.

Social skincare

The @DiorSkincare handle joins Dior's other beauty-focused Instagram accounts, @DiorMakeup and @DiorParfums.

Dior also has a user-generated content platform @DiorBeautyLovers, which compiles fan-created posts ([see story](#)).

Now, Dior is further diversifying its beauty approach on social media. The new skincare account includes both campaign content and a look inside the making of Dior products.

Consumers can meet some of the 350 workers such as technicians and chemists who extract floral essences or develop new formulas from plants.

[View this post on Instagram](#)

#Diormaker Lorene works on the development of new active ingredients in the Dior skincare labs, to keep on offering women new innovative #skincare solutions. . #skincarelovers #perfectskin #labo #bts #diorskincare

A post shared by Dior Skincare (@diorskincare) on Sep 29, 2018 at 9:59am PDT

Instagram post from Dior Skincare

Dior is also showcasing marketing for its Capture Youth line, which features model Cara Delevingne ([see story](#)).

In a recent report from Traackr, Dior was found to have the second highest engagement in skincare.

Dior had the most video views with more than 90 million on social media.

The "State of Influence in Skincare" report shows that premium brands are seeing the most engagement because of their paid promotions, but independent cosmetics are becoming more of a threat through organic content ([see story](#)).

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