

APPAREL AND ACCESSORIES

## Dior goes on an old-fashioned adventure for newest Baby Dior campaign

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*Baby Dior's spring/summer collection is travel-inspired. Image credit: Dior*

By SARAH RAMIREZ

French couture house Christian Dior is taking its youngest consumers on a stylish adventure in a whimsical campaign for its spring/summer 2019 Baby Dior collection, as children's wear continues to grow.

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The new campaign film features tiny but refined travelers, appealing to parents who want the best quality experiences, and clothing, for their children. While the collection itself is not minimalist, it does present a simpler view of childhood that should resonate with adults looking to dress their children in the designer clothing.

"The campaign will resonate with their clientele because it's reminiscent of adult lifestyles featuring kids, while they are styled in Dior," said Dalia Strum, educator at [The Fashion Institute of Technology](#), New York. "It creates an aspirational lifestyle and aesthetic that parents are embracing.

"Baby Dior is important to the Dior business because the mini-me concept drives sales," she said. "The desire for a person's child to wear something similar or even the same as their outfit is an emotional purchase, which are typically impulsive with higher price tags."

### Mini adventures

With a cheery instrumental score, the short film opens with young travelers arriving at a train platform with their own luggage sets.

Together, two children consult a hand-drawn map before embarking on their trip.

*Baby Dior's spring/summer 2019 campaign features a playful train ride*

The vintage train cars, tea sets and other simple touches harken back to the days of old-fashioned imaginative play and tea parties for kids who didn't grow up surrounded by technology. In one scene, the children are even seen reading Plato, another high-brow detail meant for adults.

The collection includes collared blouses, colorful pants, embellished sweaters, jumpers, metallic shoes and more for young boys and girls.

Similar to previous Baby Dior collections, the campaign and the clothing have a more whimsical twist than those geared towards adults. However, the focus on heritage and fashion remains.



*Baby Dior children read Plato and enjoy tea parties. Image credit: Dior*

Dior's video campaign for its autumn/winter 2017-2018 Baby Dior collection had similar motifs of adventure and curiosity.

In "Paris, je t'aime," a pair of children act out a common sight in many fashion videos: a boy and a girl, wandering the streets of Paris in immaculate clothing, taking in the sights or gazing off the side of a bridge, while the camera focuses in on their clothes and their playful spirits ([see story](#)).

"The children's wear business allows another opportunity to reconnect with their existing consumers as well as introducing their brand to potential consumers without having to focus on advertising or discounting," Ms. Strum said. "It's been proven to increase consumer loyalty and longevity within a household."

#### Mini luxuries

Dior was at the forefront of luxury apparel for young children and opened the first Baby Dior store in 1967.

High-end collections geared towards the youngest consumers are a clever tactic to attracting affluent parents.

French footwear label Christian Louboutin has recently released another limited-edition collection for babies. The footwear designer has created three booties available in two prints or red silk.

Each pair is priced at \$250 with only 600 in production. The collection is only available on Louboutin's Web site ([see story](#)).

Online retailer Net-A-Porter entered a new category through a capsule from Italian fashion label Gucci.

Marking the women's wear ecommerce site's first foray into children's wear, Gucci is selling clothing for kids through a six-week pop-up on Net-A-Porter.

Among the designs are pink party dresses and embroidered hoodies, as well as a number of unisex fashions. Gucci's logo decorates onesies, T-shirts and sweatshirts, while its signature webbing in red and green is featured on sneakers, rubber slides and apparel ([see story](#)).

"Children's wear has become a strong part of the apparel business over the last 8 years because parents have been dressing their children similar to their personal style," Ms. Strum said. "The mini-me concept when translated to clothing has increased in revenues 3.8 percent year-over-year for the luxury children's wear business.

"Within past years, options were much slimmer and children apparel was driven by practicality as opposed to trends," she said.