

FRAGRANCE AND PERSONAL CARE

Dior explores new world in animated holiday film

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Dior's holiday campaign focuses on its many fragrances. Image credit: Dior

By SARAH RAMIREZ

French couture house Christian Dior is celebrating the holidays with an imaginative journey centered on its fragrance offerings.

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With the launch of Joy by Dior and a new J'adore campaign, women's fragrances have been a top priority for the house in 2018. Dior's wishing tree computer-animated film brings a creative sense of wonder and magic this holiday season.

"Lately, we've seen a lot of luxury brands incorporate more computer-generated graphics into their campaigns," said Lauren Bates, marketing manager and lead storyteller at [Blue Moon Digital](#), Denver, CO. "Dior has used CGI elements in many of their campaigns, especially fragrance campaigns, but this holiday short is all CGI.

"Fragrances can be a good springboard for a luxury brand," she said. "Fragrances aren't as intimidating, and in this holiday short, they feature them all."

Wishing tree

The new film, "Wish in Dior," follows a young woman who finds a magical wishing tree on the outskirts of Paris a nod to the house's French heritage.

Borrowing motifs from classic tales such as *Alice in Wonderland* and *Thumbelina*, the protagonist finds a fallen star on the ground and follows steps made out of gift boxes to a magical, Dior-themed world. She wears a Joy shirt and a black tulle skirt, but once inside the wishing tree she also has a handful of magic dust.

Wish in Dior is a fantasy-inspired twist on holiday campaigns

Inspired by glass ornaments, perfume bottles delicately hang from tree branches and wrapped gifts are scattered throughout.

Inside, the woman discovers life-size bottles of Joy by Dior perfume. As she goes deeper into this new world, pink roses sprout up following her footsteps, with one rose opening up to reveal a bottle of Miss Dior.

The protagonist then goes through a mirror and falls through a starry rabbit hole. Dior playing cards float by the woman before a gold bumblebee rescues her.



Absent from Dior's film are classic Christmas trees and festive colors. Image credit: Dior

The golden bumblebee whisks the woman by a midnight blue bottle of Dior's scent for men, Sauvage. As her journey continues on a gold "CD" charm, she sees a pack of golden butterflies reveal a bottle of J'adore.

Finally, she rides the initial charm to the top of the J'adore bottle and leans back to see the sky filled with clouds carrying gifts from Dior.

Holiday tales

Many luxury brands are creating their own magical worlds this holiday season, without the usual overt festive touches.

U.S. jeweler Tiffany & Co. also reimagined a well-known fable and turned to a new cast of characters in popular faces.

Actress Zo Kravitz stars as a sales associate in "A Tiffany Holiday," the newest chapter of the jeweler's "Believe in Dreams" campaign. Ms. Kravitz's journey down a Tiffany Blue rabbit hole showcases the brand's commitment to both creativity and craftsmanship ([see story](#)).

Traveling back to the disco era, Italian fashion label Gucci tapped into nostalgia in a vintage-inspired holiday film.

For Gucci's gifting campaign, photographer Petra Collins shot a short video depicting revelers ringing in the New Year at a dance hall that dates back to the 1920s. Leading up to the holidays, Gucci is leveraging content and consistent engagement to promote its present options ([see story](#)).

"The difference with luxury brands is that they are actively targeting millennials to create long-term, brand loyal, lifetime buyers," Ms. Bates said.