

FRAGRANCE AND PERSONAL CARE

Dior defines what the color pink means in new launch

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Cara Delevingne fronts another Dior lipstick campaign. Image credit: Dior

By BRIELLE JAEKEL

French fashion house Christian Dior's beauty line has released a new campaign and lipstick that leans into its femininity with an "It" girl focus.

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With a subtle hint to the 1990s, Dior Addict Stellar Shine brings a new reputation to the color pink. The brand's line of moisturizing lipsticks is shown off in a fun film starring Cara Delevingne, which is set to the tune of 1997's "Pink" by Aerosmith.

The new pink

"Be Dior. Be Pink," is the tagline of the French fashion label's latest short for its beauty division, in which Ms. Delevingne shows off the new color while dancing around a city.

Acting as almost a live billboard, Ms. Delevingne is shown in front of a pink backdrop continuously adding layers of the new moisturizing lipstick while dancing. In other scenes, she is shown with the intense coloring on her lips on rooftops and on stage.

Ending the film, she falls into a group of men on the street, who lift her up. The campaign features four distinct looks to heighten the "changing colors of femininity," says the brand.

The femininity of the pink color and flowing dresses are contrasted with Ms. Delevingne's short slick-backed hairstyle for a new take on the color known to be feminine.

In addition to the short, Dior has released a series of how-to videos showing viewers how to best wear its makeup, including one that shows how to keep lips glittery and shiny, perfect shiny and metallic and shiny.

In a behind-the-scenes film, creative director of Christian Dior makeup Peter Phillips says that there are as many emotions as there are shades of pink. He feels as though it is Dior's signature color, while Ms. Delevingne embodies the brand as well, with her own "pink attitude."

Director and photographer Gordon Von Steiner is behind the film and the corresponding still content.

Dior hoped to create the feeling of a photo shoot in film format, showcasing four very different looks.

Dior in beauty

The beauty line recently staged its first pop-up in the United States to offer consumers an immersive look at its Backstage Collection.

From Sept. 13 to 15 at the Oculus in Westfield World Trade Center, Dior celebrated another new launch, its Backstage Collection, which takes inspiration from the brand's runway shows. While beauty labels have typically not had their own retail spaces, luxury brands are increasingly using pop-ups to create cosmetic-centered bricks-and-mortar experiences ([see story](#)).

The new campaign with Ms. Delevingne is the first time she has shown off Dior's lipsticks.

Dior Beauty has continuously worked with the model for a variety of its offerings, but recently expanded her spokesmodel duties to lip color this past December.

However, the model has an existing relationship with Dior Beauty, having fronted advertisements for the brand's skincare ([see story](#)).

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