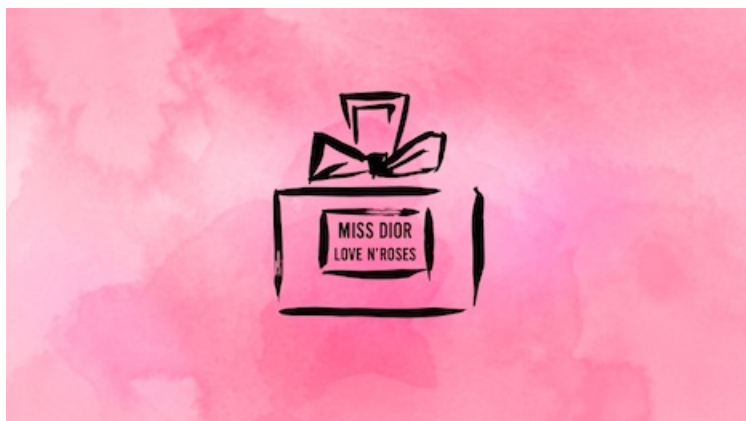


FRAGRANCES AND PERSONAL CARE

Dior celebrates the art of its fragrance in Tokyo

June 7, 2019



Miss Dior touts its Love N'Roses exhibition

By STAFF REPORTS

French fashion house Christian Dior's Parfums division is focusing on its iconic Miss Dior scent, which was created by the brand's eponymous founder, in an exhibit in Tokyo.

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Leaning into the growing beauty trend in Asia, Dior Parfums is exciting Miss Dior fans in Tokyo with an art exhibit dedicated to the flagship scent. The perfume is said to have been created by designer Christian Dior himself at the label's first home on 30th Avenue Montaigne in France.

The art of fragrance

Dior is treating its Miss Dior scent as a work of art in a new exhibition held at the Omotesando Ba-Tsu Art Gallery in Tokyo.

The exhibition will run from June 7 to 16. "Miss Dior: Love N'Roses" pays homage to Mr. Dior's love of flowers and women through a collection of work by French artist Carole Benzaken.

Dior has created a short film on social media that takes viewers through an illustration of Dior's 30th Avenue Montaigne location, journeying past various images that represent the brand.

[View this post on Instagram](#)

MISS DIOR LOVE N'ROSES EXHIBITION: Miss Dior, the fragrance of the creator, born at 30th Avenue Montaigne, continues to fascinate and inspire contemporary artists. Join us in Tokyo to discover exclusive artworks by Carole Benzaken and Tomoko Shioyasu, all created in the name of love. #missdiorexhibition #diorparfums Omotesando BA-TSU ART GALLERY, Tokyo From June 7th to 16th

A post shared by Dior Parfums (@diorparfums) on Jun 3, 2019 at 11:12am PDT

Instagram post from Dior Parfums

Experiential offerings for fragrances are an immersive way for brands to interact with consumers and fans on a deeper level, and Dior is no stranger to that strategy.

Dior Parfums also recently immersed shoppers in a pink cityscape in a pop-up at T Galleria by DFS in Galaxy Macau.

The temporary Pink City outpost is designed as a branded microcosm, complete with a library, music hall, caf and flower shop. This first of its kind pop-up is intended to provide a form of retailtainment to shoppers through interactivity ([see story](#)).

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