

FRAGRANCE AND PERSONAL CARE

Dior flaunts foundation via Dazed content collaboration

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Dior's collaboration with Dazed Beauty features six international faces. Image credit: Dior

By SARAH JONES

French fashion house Christian Dior is teaming up with *Dazed Beauty* to promote its makeup through a series of conversations that take the subject of appearance beyond skin deep.

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In a series of short films, well-known women are shown answering a series of questions about their beauty philosophies and physically applying Dior Forever foundation. Aside from featuring a diverse cast, the series takes a candid, diverse approach to beauty marketing that may help the brand appeal to a younger audience.

"*Dazed* is one of the few independent, long-standing British fashion and beauty sites," said Vincent Krsulich, president of **Martini Media**, New York. "It is authentic and respected, giving Dior a solid platform to tell its beauty story."

Mr. Krsulich is not affiliated with Dior, but agreed to comment as an industry expert. **Dior Makeup** was reached for comment.

Skin stories

Dior's partnership with *Dazed* features an international cast.

Among the panel is British singer-songwriter Jorja Smith, who became a Dior ambassador earlier this year ([see story](#)).

Other personalities include teenage American dancer Maddie Ziegler, Canadian model Winnie Harlow, American-Japanese model Kiko Mizuhara, British model Leomie Anderson and Chinese model and actress Sun Yihan.

"The collection of talent Dior and *Dazed* worked with shows a commitment to uniqueness," Mr. Krsulich said.

Each woman is featured in a dedicated interview film and a short video that shows them applying their makeup.

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"One misconception that people have about my skin is that I use multiple foundations. Which isn't true, actually! I don't really break out in the areas where I have vitiligo, so I just don't use anything there" says @winnieharlow shares her secrets and why she loves her skin in Dior Forever This episode is part of the new collaboration between @dazedbeauty and @diormakeup ! DIOR FOREVER 4.5N Neutral #diormakeup #diorforever #dazedbeauty

A post shared by Dior Makeup (@diormakeup) on Oct 13, 2019 at 9:02am PDT

Instagram post from Dior Makeup

While some tutorial and application films show a makeup artist creating a look, this series instead chooses to depict the women putting on their own foundation. Keeping a level of authenticity and showing the versatility of Dior Forever, the women use different techniques ranging from applying with their fingers to blending with a brush or makeup sponge.

At the beginning of the application films, the women explain which shade they are using, allowing consumers to relate to them if they have a similar skin tone.

Ms. Yihan discusses the skincare benefits in the foundation, speaking to a Chinese audience that seeks out multifunctional products.

The women also get into their personal preferences for finish, whether dewy or matte.

One of the key themes communicated throughout the series is the idea of the makeup being natural, leaning into the "no makeup" makeup trend. The women also discuss how beauty comes from the inside out.

"You have to have some kind of confidence in yourself to have pretty skin, I think," says Ms. Anderson in her interview.

The women also discuss the need for makeup that lasts. Ms. Ziegler notes that as a dancer, she needs foundation that will not sweat off, while Ms. Harlow says she is always on the go, requiring a long lasting formula.

Dior's interviewees also discuss topics as varied as their friends and family to what "forever" means to them.

Dior x Dazed Beauty

The series is being featured on DiorMag and Dior's social media channels, including its dedicated makeup Instagram account and YouTube channel.

Next generation

Dior's recent makeup efforts have skewed younger with spokesmodels and formats aimed at emerging generations.

The brand's beauty line recently released a new campaign and lipstick that leans into its femininity with an "It" girl focus.

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 ([see story](#)).

Dior has also been leveraging the It-girl popularity of Bella Hadid through beauty-themed social videos, a surefire way to glean the attention of millennials and Gen Z.

Ms. Hadid was appointed Dior Makeup's ambassador in May 2016 and today counts about 26 million followers on her Instagram alone, ensuring any content created with the Dior is visible beyond its own social community. Since being named the face of Dior Makeup, Ms. Hadid has been featured in a number of tutorialized-yet-candid social films that feature the brand's cosmetics ([see story](#)).

This partnership with *Dazed Beauty* builds on Dior's approach.

"Dior Beauty is targeting a thoughtful consumer with this approach," Martini's Mr. Krsulich said. "They are probably looking at *Dazed* as the ultimate influencer for their young, fashion, beauty target."