

FRAGRANCE AND PERSONAL CARE

Dior delves into craftsmanship behind campaign fashion creation

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Miss Dior Rose N'Roses campaign. Image courtesy of Dior

By STAFF REPORTS

French couture house Christian Dior is making a connection between its fashions and fragrances by inviting consumers into the making of the wardrobe for its latest perfume advertisement.

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In a spot for Miss Dior Rose N'Roses, face Natalie Portman wears a dress designed by creative director Maria Grazia Chiuri, which brings the scent to life via hand painted flowers. Putting a focus on the fashion in the fragrance effort, Dior has created a short film following the process its atelier took to carefully craft the garment that acts as a centerpiece to the ad.

Fragrance meets fashion

Ms. Portman is returning as the face of the Miss Dior line of fragrances, fronting the ads for the latest release in the collection.

Set to Sia's "Chandelier," the campaign shows Ms. Portman surrounded by cascading real petals. Adding to the floating flowers, the actress lifts layers of her frothy tulle dress so that the fabric floral bouquet surrounds her.

Miss Dior Rose N'Roses campaign

In an accompanying short film, Dior is sharing the making of the dress, showing the design as it goes from sketch to completion.

Dior's artisans are shown punching out fabric flowers and painting them by hand in rosy shades. The flat fabric pieces are affixed together and carefully assembled into 2D buds, which are then hand sewn onto the dress.

As finishing touches, the bustier and the skirt of the dress were draped and frayed.

Making of the dress for the Miss Dior Rose N'Roses campaign

Miss Dior Rose N'Roses will launch on Dior's ecommerce site this month.

While fragrances are typically an entry-level product aimed at a broader audience, many brands lean on couture

connections to create an aura around beauty lines.

Many of LVMH Mot Hennessy Louis Vuitton's recent success stories and strategies in fashion have stemmed from couture, as the group's houses leverage the image created by haute collections into other categories.

In a conversation at the FT Business of Luxury Summit on May 20, Sidney Toledano, the chairman/CEO of the **LVMH** Fashion Group, which includes Dior, explained how the couture positioning carries over to more accessible lines such as beauty, accessories and shoes, convincing consumers to buy into a particular brand ([see story](#)).

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