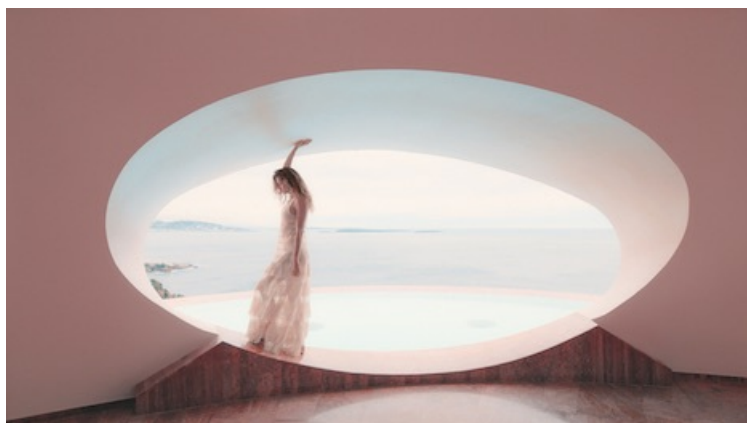


FRAGRANCE AND PERSONAL CARE

Dior leads with wellness for supermodel skincare push

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Gisele Bündchen is the new face of Dior's Capture Totale. Image courtesy of Dior

By SARAH JONES

French fashion house Christian Dior is taking beauty more than skin deep in a skincare campaign that centers on physical and mental health.

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To promote its Capture Totale C.E.L.L. Energy, Dior tapped supermodel Gisele Bündchen to share her lessons about achieving a sense of well-being that extends to conscious skincare. Increasingly, beauty and wellness have been converging as consumers take a more holistic and naturally based approach to caring for their skin.

"Gisele Bündchen is an iconic supermodel known of course for her beauty but also for her stance on the power of connection with yourself," said Aleni Mackarey, chief operating officer at [Base Beauty Creative Agency](#), New York. "Dior's campaign shows that beauty and wellness are intertwined at their core you can't fully embrace one without the other.

"While Gisele is extremely aspirational, she is a household name," she said. "Hearing this message from an empowered spokesperson like Gisele will spread the message to a broad audience."

Ms. Mackarey is not affiliated with Dior, but agreed to comment as an industry expert. [Dior](#) was reached for comment.

Inner beauty

Capture Totale C.E.L.L. (Cutting-Edge Long Lasting) Energy focuses on mother or "stem" cells, which represent about 0.2 percent of all skin cells. Mother cells create millions of new cells, but as people age, Dior's research found that these stem cells lose about half their energy potential.

Leveraging extracts from four different flowers Madagascan longoza, Chinese peony, white lily and Chinese jasmine the line aims to reenergize mother cells for an anti-aging effect.

Along with a botanical ingredient list, Dior grew the flowers in its gardens without chemical pesticides or fertilizers. The brand also says it used an environmentally sustainable method to extract the active molecules from the plants.

A "manifesto" video starring Ms. Bndchen finds the model inviting consumers into her "garden."

Dior's Capture Totale Manifesto

"The best things don't really come from the outside. They begin on the inside," Ms. Bndchen says.

Along with the manifesto introducing this inside-out take on beauty, Dior filmed a series of "Beauty Lessons" featuring the model.

Getting personal, Ms. Bndchen shares about the panic attacks she experienced in her early 20s, which led her to change some of her habits for the better.

Other tips include disconnecting from the overload of technology to reconnect with oneself and seeking out interactions that are positive and uplifting.

Ms. Bndchen also speaks to the calming effect of being in nature.

Seeking wellness

Dior's digital push for Capture Totale fits with the increasing role online channels are playing in the beauty purchase path.

As women become more interested in investigating the ingredients in beauty products and the brands behind them, online research is playing a significant role in their discovery.

According to data from NPD Group, 50 percent of women research skincare online before heading to a store to make a purchase. Word-of-mouth marketing is also taking place online, as consumers consult reviews and social media to decide if products are right for them ([see story](#)).

Consumer preferences are shifting towards personal care products that promote health, wellness and diversity as society has started to embrace a broader definition of beauty.

To connect with today's dominant generation of millennials, beauty brands are incorporating personalization from product development to marketing strategies. According to panelists participating in *Luxury Daily's* fragrance and beauty webinar on July 10, the industry has also sped up significantly as brands launch quicker than ever and consumers develop shorter attention spans ([see story](#)).

"[Dior's] angle of focusing on mental and physical health is smart," Ms. Mackarey said. "Today's consumer is mindful, she's focused, she's listening. She wants to hear that brands don't just prioritize her pores but also care about her consciousness.

"The campaign illustrates that beauty and wellness completely intersect," she said. "Feeling beautiful begins with mental health."