

FRAGRANCE AND PERSONAL CARE

Dior goes backstage in new video tutorial campaign

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Bella Hadid stars in Dior's latest Backstage cosmetics campaign. Image courtesy of Dior

By DIANNA DILWORTH

French fashion house Christian Dior is introducing a new eye palette with a range of Rosewood Shades, including a primer and a metallic top coat, to its Dior Backstage line and is using online video tutorials to promote the new products.

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The campaign is featured on [Dior Makeup's YouTube pages](#) and gives illustrated directions on how best to use the products by Dior insiders.

"Dior is targeting a broad range of current customers and those who have the potential to become customers," said Rebecca Miller, principal at consultancy [Miller&company](#), New York. "By offering free tutorials and makeup advice, the range of customers expands from teens to a mature audience, of all sexual orientations."

Tutoring, not tooting

Just because consumers are shut in during the coronavirus pandemic does not mean that they are not dressing up, particularly when it comes to putting make-up on for Zoom conferences and Instagram selfies.

The latest videos feature Peter Philips, makeup artist and creative and image director at LVMH-owned Christian Dior. In one video, he shows how to use the products to create the Rosy Smoky Eye look.

In another, he promotes the Metallic Rosewood Smoky eye look.

"After priming the eye, I apply the matte wood shade on the eye and on the roots of the lashes," Mr. Philips said in the video.

There has been an increase in online tutorials since the onset of COVID-19, which requires consumers to stay at home for an unspecified period of time.

"Tutorials provide a private in-home experience where customers may test, experiment, learn and perhaps laugh while enjoying the results of their efforts," Ms. Miller said.

"By offering more than one video or eye shadow combination, there is the potential to upsell other products shown

in the videos and create curiosity about additional products in the makeup line they may wish to try," she said.

"Keep in mind that every moment is capturable and postable with the intensity of social media, and the ubiquity of it, giving rise to looking your best at all times."



Dior's latest Backstage eye shadow palette. Image courtesy of Dior

Palatable

The new Dior Backstage line has **four eyeshadow palettes in the line** that each retail for \$49.

The color selection includes warm neutrals, cold neutrals, amber neutrals and now rosewood neutrals.

The idea behind the line is that a consumer can create different looks using the same palette, be it rosy smokey or metallic smoky eyes.

"All brands have an unprecedented captive audience due to our current lockdowns," Ms. Miller said. "Those who understand the delicate balance between our global human condition and self-promotion as a means to provide hope, will win. Anything short has the potential to destroy relationships at every level.

"We have been asked to take care of ourselves, which in turn takes care of others," she said. "The concept of selling hope, not a product, dates back in the U.S. cosmetic industry to the 1930s.

"Dior is offering the opportunity to treat yourself to an uplifting moment of hope. A gift from you, to you, as we prepare for our new norm."



Dior's latest Backstage eye shadow palette. Image courtesy of Dior

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