

APPAREL AND ACCESSORIES

## Christian Dior debuts heritage campaign based on Designer of Dreams exhibit

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*Christian Dior: Designer of Dreams' exhibition at the Muse des Arts Dcoratifs in Paris. Image credit: Christian Dior*

By DIANNA DILWORTH

French fashion house Christian Dior has launched a new campaign celebrating a comprehensive history of the designer and fashion label based on an exhibit at The Muse des Arts Dcoratifs in Paris in 2017.

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The #DiorHeritage campaign includes a one-hour documentary about the exhibition posted to the LVMH-owned brand's [YouTube page](#), as well as images from the event on its [Facebook](#) and [Instagram](#) pages. The content-rich campaign looks to entertain and inspires homebound consumers.

"During this time when most of us are self-isolating at home, and are sometimes bored and anxious, cultural and artistic relief is more than just popular, it is essential," said Amrita Banta, managing director of market researcher [Agility Research & Strategy](#), Singapore.

"This is Dior making their contribution to the public, providing a story and artistic distraction for them. At the same time, the brand's visibility and images are improved significantly," she said.

**Christian Dior**, along with Louis Vuitton, are among the two most prestigious fashion brands in the LVMH portfolio.

*Christian Dior: Designer of Dreams' exhibition at the Muse des Arts Dcoratifs in Paris*

Designer of Dreams

The Muse des Arts Dcoratifs celebrated its 70th anniversary of the creation of the House of Dior from July 2017 to January 2018.

"The Christian Dior: Designer of Dreams" exhibition told the history of Christian Dior through the context of the designer and his relationship to other designers including Yves Saint Laurent, Marc Bohan, Gianfranco Ferré, John Galiano, Raf Simons and Maria Grazia Chiuri. Some of these designers, however, did not interact with Mr. Dior since he was long deceased before they helmed the house creatively.

The display included 300 haute couture gowns designed between 1947 and 2017 along with hats, jewelry, bags, shoes and perfume bottles.

Additionally, the show included illustrations, sketches, photographs, letters and advertising documents from Mr. Dior's life. Mr. Dior was a lover of museums and this was reflected in the narrative of the exhibition.



*The 'Miss Dior' dress designed by Christian Dior for his Spring-Summer 1949 collection from the Christian Dior: Designer of Dreams' exhibition. Image credit: Christian Dior*

The exhibition curators, Florence Mller and Olivier Gabet, star in the full-length documentary, which goes behind the scenes to show how the event was put together and why it took place at the iconic museum.

The film is on YouTube and open to the public at large, but it likely touches three distinct audiences.

"People who are passionate about culture, arts, history and fashion," Ms. Banta said. "People who are caring about the public welfare and are keen to contribute to society and like to connect with brands that are more humane at this time.

"Women consumers, especially who pursue their own distinct style and fashion, as this is emphasized by the creative director Maria Grazia Chiuri," she said.

#### Marketing under coronavirus

Dior's campaign is an excellent example of connecting with consumers through storytelling and culture, while refraining from selling.

The campaign centers on the fashion house's heritage and legacy and does not attempt to push a product.

Agility Research's 2020 Millionaire Report found that 81 percent of Chinese millionaires demand brands "conduct themselves in an ethically responsible manner." These HNWIs show special interest in causes such as clean water and sanitation, arts and culture, fair trade and ethical sourcing.

Dior is going for a heritage play to talk about its culture and connection to museums and the arts by promoting a cultural event from recent history and giving consumers access to new content to interact with, including the film.

"Content related to cultural relief, arts, educational self-improvement, entertainment with some humor, dance and music, health and wellness, content that shows caring brands, like LVMH producing masks for free, will be welcome," Ms. Banta said.

"Luxury brands should communicate empathy and stay close to their consumers," she said. "Their relationship with the consumers should be non-transactional, but more humane. They should also show their ethically responsible manner.

"They should avoid content which is focussed on hard selling and pushing products, but help to build the brand and

connect to the consumers. Stories of consumer and brand resilience supports the world. Creating positive influences like art and craft, music and song will be appreciated."

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From Yves Saint Laurent to Marc Bohan, Gianfranco Ferré to John Galliano, Raf Simons to @MariaGraziaChiuri, Monsieur Dior's successors have perpetuated his creative passion and sense of daring, and shaped them with their own dreams and inspirations. And from the comfort of your home, the house of Dior invites you on a virtual visit through our stories, touring this exhilarating retrospective and recapturing the magic (and the secrets) of this unique event. #DiorHeritage @EmmaSummerton

A post shared by Dior Official (@dior) on Apr 14, 2020 at 5:00am PDT

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