

FRAGRANCE AND PERSONAL CARE

Christian Dior debuts new podcast focusing on brand's heritage and inspiration

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Dior Untold is a new podcast that tells the origin story of fashion icon Christian Dior. Image courtesy of Christian Dior

By DIANNA DILWORTH

LVMH-owned French fashion label Christian Dior has launched a new podcast series that tells the heritage of Dior Perfumes, giving fans a glimpse inside the origin story of the Dior brand and the fragrances that made the name iconic.

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The podcast plays on the brand's heritage and its history in Provence, Paris and Normandy with portraits of the people that helped develop and create Dior Perfumes.

"We have been telling stories since the dawn of humanity," said Skip Fidura, fractional chief marketing officer at **The Overmore Group**, London. "When we listen to a story our brain chemistry changes so that we can share in the experience of the storyteller even if we were not there.

"Combine this with consumers' natural desire to connect with brands at a deeper level and you have a winning combination," he said.



Miss Dior touts its Love N'Roses exhibition

Dior Untold

Dior Untold is a series of podcasts that aims to deliver a magical and eventful story of the brand's creator to listeners.

The series begins in Grasse, France, Christian Dior's favorite place and the source of the flowers that make up the perfume today. The story recalls the summer of 1954 when Dior spent time at the Chateau de la Colle Noire in Montauroux and planted acres of Centifolie rose, almond trees, olive trees and lavender and jasmine.

During the first scene, viewers are brought to the location with the buzzing sounds of cicadas and are invited to smell the scents of the floral arrangements wafting by. The story covers several years and disparate locations in France that inspired Christian Dior to become the personality he did.

The first episode of Dior Untold/Dior in Bloom debuted on Sunday, June 28 on Dior.com, Spotify, Deezer, Apple Podcast, YouTube, Soundcloud and Podcast Addict.

The podcast comes as the fashion house has been relying on content about its heritage and history this spring.



Dior Parfums' latest J'Adore campaign. Image courtesy of Christian Dior

Myth and scent

In March, Dior ran a campaign focusing on the source flowers of its J'Adore perfume to appeal to consumer desire to connect with nature. Like the podcast, the cross-channel perfume campaign was a tribute to the "myth and the scent" of the perfume which comes from elements in the French countryside ([see story](#)).

During lockdown, the brand ran a campaign focusing on the comprehensive history of the designer and fashion label based on an exhibit at The Muse des Arts Decoratifs in Paris in 2017.

The #DiorHeritage campaign included 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 aimed at entertaining and inspiring homebound consumers ([see story](#)).

The podcast is a natural extension to continue telling the story of the brand's founder through digital channels that give hope and inspiration during a year of uncertainty.

"Being able to join Christian Dior in that field while he starts to come up with his iconic scents is a rare treat," Mr. Fidura said.

"I am not a perfume person," he said. "I have not owned a bottle of cologne since college and even I am intrigued enough to go on that journey."