

FRAGRANCE AND PERSONAL CARE

Dior promotes summer skincare in pastoral pitch for country living

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Dior Prestige campaign envisions summer in the countryside with a swimming pool. Image courtesy of Dior

By DIANNA DILWORTH

LVMH-owned French fashion house Christian Dior has kicked off a new campaign promoting its summer skincare products in a cool pastoral pitch for country living in warm weather.

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The cross-channel campaign includes social media, online video, images and email promoting summer skincare products to use for vibrant skin from dawn until dusk while sunning, swimming and lounging in the summer sun.

"Summer is an important time to focus on skincare because of the need to cleanse, moisturize and protect the skin from the sun, and Dior effectively addresses summer skin needs from morning to night in this three-part campaign for its three rituals," said Cheryl Dixon, strategic communications consultant and adjunct professor at Columbia University, New York.

"From a business perspective, COVID-19 has hit the color cosmetics industry hard and research has shown that mood-boosting and clean beauty products are poised to do well, so it's a smart strategy to focus on skincare," she said.



Dior Prestige cream is central to the brand's new summer skincare campaign. Image courtesy of Dior

Skincare routines

The campaign takes place at a large summer house in the French countryside, marking an idyllic location for a summer getaway.

In the campaign, the model luxuriates on the property at different times of the day, with a different Dior Prestige skincare product for each way the sun shines. Dior proposes a summer ritual that consists of a morning, afternoon and sunset skincare routine to reenergize the skin, radiate all day long and restore at night.

La Micro-lotion de rose balances the skin for a refined and soft finish. The Sheer Glow SPF50+ UV Protector protects the skin from the sun's rays. The compact mineral UV Protector offers an optimal touchup with sun protection for the hours spent by the pool.



Dior Prestige offers UV protection with its mineral UV protection. Image courtesy of Dior

The campaign promotes makeup removal with Le Baume Dmaquillant, "deep yet gentle cleansing" with La Mousse Micellaire, intense hydration and softening with La Lotion Essence de Rose, "exceptional revitalization" with La Micro-huile de rose and "luxurious regeneration" with La Crème Texture Lgre.

"The imagery is luxurious, elegant and classic a mansion setting, muted pastel tones a perfect backdrop for Dior," Ms. Dixon said.

The product is perfectly placed inside the elegant country home and with price points between \$65 and \$400, the target audience is an affluent consumer who enjoys being pampered.

"It's targeting an affluent consumer who places great importance on self-care and skincare and one who is likely already a Dior loyalist," Ms. Dixon said.



The Diorskincare summer campaign promotes flawless skin with the coolness of an evening swim. Image courtesy of Dior

Pastoral dreams

Dior has a history of playing up the pastoral in its marketing campaigns, which is a way to help consumers escape their daily lives and fantasize the perfect summer retreats.

In the spring, the brand ran a campaign for its J'Adore perfume with a campaign that appeals to the consumer desire to connect with nature.

The Dior Parfums' cross-channel effort paid tribute to the "myth and the scent" of the perfume which comes from elements in the French countryside ([See story](#)).

This latest effort does not go to the source of the ingredients, but takes consumers to the source of the need for good skin care a decadent summer vacation in the sun.

The campaign gets to the heart of summer and offers a staged approach to keeping the consumer's skin cool throughout the season's decadence.

"With so many products and steps in each ritual, a bit of education is necessary to instruct the consumer on the order of the product application and proper application techniques upward strokes, circular massage and gentle patting are shown in detail," Ms. Dixon said.

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Enjoy a deliciously refreshing and skin strengthening experience with Dior Prestige summer essentials. - La Micro-lotion de rose balances the skin for a refined and soft finish. - Sheer Glow SPF50+ UV Protector shields the skin against all sun rays' harmful effects down to a cellular level, with a delicate glow. - The compact mineral UV Protector provides the optimal touchup for prolonged sun protection by the pool. Discover the full story on @dior skincare soon. #dior skincare #summerskin #summerskincare

A post shared by Dior Official (@dior) on Jul 4, 2020 at 6:10am PDT

Dior's latest campaign brings cool ease of summer to skincare.

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