

FRAGRANCE AND PERSONAL CARE

Dior takes on cool summer vibes in “The Scent of Summer” campaign

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Dior's Sauvage fragrance aims to evoke the "Scent of Summer." Image credit: Dior

By DIANNA DILWORTH

LVMH-owned French fashion house Christian Dior has kicked off a new campaign promoting its various lines of men's perfumes and fragrances promising "The Scent of Summer."

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The cross-channel campaign includes social media, online video, Web site and email promoting summer fragrances in a campaign that plays on the senses of summer. "My sun kissed skin is still warm as the cool water rushes over me. I stand there, and remember...Inspiration: Fahrenheit Eau de Toilette," reads one [Twitter post](#).

"The strategy behind promoting fragrance and perfume right now is inclusivity," said Livia Stefanini, a London-based luxury consultant. "Luxury has taken a disastrous hit and fragrances have always been an accessible point of entry into a brand world."

That salty, sticky air that catches the final remanence of warmth off the rocks... Feeling the heat of me thinking about you.

The unbound scent of summer...

Inspiration: Sauvage Eau de Toilette. [#ScentOfDior](#) [#DiorParfums](#) pic.twitter.com/TEBFYjtIle

Dior (@Dior) [August 11, 2020](#)

Summer nostalgia

The campaign promotes the Sauvage Eau de Toilette, Fahrenheit Eau de Toilette and Dior Homme Cologne fragrance collections with imagery that is rich with smells and feelings of summer time.

The Sauvage Eau de Toilette campaign evokes the feeling of a summer evening by the sea with a walk along the shore and the textures of sea wood and the movement of water. The fragrance bottle is placed along the stones at

the water with waves crashing.

The Dior Homme Cologne illustrates the scent through video of fresh white linens drying in the cool morning breeze next to a swimming pool.

Fahrenheit Eau body wash is being promoted with images of peeling an orange in the shade on a hot summer day and a back being washed with a good lather outside.

"The sizzling stones permeate the hot humid air amplifying the scent of the pungent citrus trees," reads one post. "Scorching leather meets delicate violets, its fragrance looming "

"The campaign targets Dior demographic is becoming broader and younger, sophisticated but less traditional and contemporary luxury aspirational," Ms. Stefanini said.

The push drops in mid-August about six weeks away from the close of the third quarter, which could be a tactic to promote lower-cost products during a tough year for brands.

"Surely this is a great way to capitalize on affordable objects before the end of quarter whilst diverting traffic and sales from wholesalers and ecommerce platforms."



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

Playing on the senses

The campaign follows a similar image and video-rich campaign from Dior's summer skincare products, which used a large summer house in the French countryside to promote its idyllic location for a summer getaway.

The Dior Prestige campaign promoted summer skincare products to use for vibrant skin from dawn until dusk while sunning, swimming and lounging in the summer sun ([see story](#)).

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](#)).

The latest effort fits nicely along the brand's storytelling with its nod to nature and connection to the summer senses.

"The creative has a romantic spirit, but is also quite abstract and whimsical, potentially an effort to create an inclusive tone," Ms. Stefanini said.