

FRAGRANCE AND PERSONAL CARE

## Dior returns to dreamy atelier for holiday campaign

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*Dior spotlights many of its fragrances in its holiday effort. Image credit: Dior*

By LUXURY DAILY NEWS SERVICE

French couture house Christian Dior is sharing another magical glimpse at its atelier in a new holiday campaign.

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Dior's Beauty and Parfums offerings sparkle in the "The Atelier of Dreams II" campaign. The animated ad is a sequel to 2019's "The Designer of Dreams Atelier" effort, which also presented a dreamlike look at 30 Avenue Montaigne.

**Starry night**

Under a navy sky with twinkling stars, a burst of gold stardust opens the doors of Dior's iconic boutique.

Acting as a guide, the stardust swirls around an extravagant Christmas tree before leading viewers to elegant workshop tables.

*Magical stars take viewers on a journey at Dior*

An enchanting cover of "Twinkle Twinkle Little Star" by Swedish singer-songwriter Fredrika Stahl adds to the magic and mystery of the scene.

As the stardust draws attention to Dior products, it transforms itself into gold "Christian Dior" gift ribbon. Some of the gifts magically wrap themselves up gilded packaging.

Among the fragrances spotted in the ad are J'adore, Sauvage, Poison, Miss Dior and Joy. Dior lipsticks, serums and more are also seen in the atelier.

Fragrances and personal care items are a popular holiday gift, and are particularly important for luxury brands since they often serve as an "entry level" purchase.

Similarly to Dior, French fashion label Chlo touted its fragrance collection in its early holiday campaign. Chlo's "Winter Wonderland of Gifts" offered a whimsical take on the upcoming season ([see story](#)).

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