

FRAGRANCE AND PERSONAL CARE

Dior shares sustainability efforts in rosy skincare spot

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The Rose de Granville is the first cosmetic rose specifically developed for skincare. Image credit: Dior

By LUXURY DAILY NEWS SERVICE

France's Dior is examining its innovative cultivation of organic, cosmetic roses the special ingredient in its prestige skincare line in an informative campaign.

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The film *Le Jardin Dior de La Rose* takes viewers to the house's rose garden outside of Granville, where a team of floral science experts helped develop its first generative cosmetic rose. The responsibly cultivated roses are now being used in Dior Prestige La crme, where sustainability meets luxury skincare.

Le Jardin Dior

Dior enlisted a team of rose growers, botanists, agro-ecologists and landscapers to design the optimal regenerative ecosystem. The organic rose garden does not use fertilizers, pesticides or herbicides.

Dior's team chose from 40,000 flowers to grow seven consecutive hybrid generations, resulting in the development of the Rose de Granville. According to the brand, the cosmetic rose is twice as resilient to dark spots as the rose previously used for its face cream.

By 2023, Dior plans to have more than 50,000 of the regenerative rose bushes.

In May 2021, 11,000 of the new rose bushes were harvested during their peak point when they have just begun to bloom and the outer petal edges begin to whiten to infuse Dior Prestige.

Part of this process is captured in new films from Dior, showing workers hand harvesting the blooms. The emphasis, as they explain, is to use cultivation methods that protect the ecosystem.

The "Beauty as a Legacy" campaign includes several films

The Rose de Granville is used in La Crme Texture Essentielle. In another nod to sustainability, the \$400 Dior Prestige face cream is now refillable to further limit its environmental impact.

"It's like a jewel that you have to select carefully, so that it is best suited to Dior skincare," one worker explains in a vignette about the flower picking process.

After the roses are picked, workers dry and sort the buds. Others, meanwhile, weed the plants and add locally-produced wood shavings to prepare for future blooms.

Flowers, particularly roses, have been an important motif for Dior throughout its history.

Last year, Christian Dior explored the influence of florals on its designs in an expansive new book.

Dior In Bloom features writing from Alain Stella, Justine Picardie, Jrme Hanover and Naomi A. Sachs, as well as flower portraits by fashion photographer Nick Knight. Published by Flammarion, the book covers a variety of intersections between Dior and flowers ([see story](#)).

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