

APPAREL AND ACCESSORIES

Dior shares Paris Fashion Week experience with Blackpink's Jisoo

October 6, 2021



K-Pop singer Jisoo joined Dior at Paris Fashion Week. Image credit: Dior

By NORA HOWE

French fashion house Christian Dior is revealing a behind-the-scenes look at its spring/summer 2022 show through the eyes of K-Pop singer and actress Jisoo.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

An ambassador for the label since March, Jisoo, born Kim Ji-soo, has quickly risen to the forefront of music and entertainment as part of musical group and global phenomenon, Blackpink. Dior invited the singer on a special trip to Paris for Fashion Week, documenting her time spent with creative director Maria Grazia Chiuri and the team and exploring the brand's extensive archives.

"Celebrity and influencer marketing is becoming a go-to' strategy in luxury fashion house's playbooks," said Thoma Serdari, director of fashion and luxury MBA at [NYU Stern](#) and author of *Rethinking Luxury Fashion*, New York.

"It is significant that the younger generation of consumers prefer to receive inspiration, and occasionally advice, from their own idols, the ones they have selected themselves organically, based on taste, lifestyle, and general life aspirations," she said. "It is this authentic hue of the bond between young idols and their fans that has made luxury houses [acknowledge] this type of marketing is working when incorporated well into their strategic initiatives."

A day with Dior

Through the eyes of Jisoo, Dior released a behind-the-scenes video diary which unveiled the stories behind the new collection.

It begins with a visit to the atelier, where Jisoo meets with designers and looks at various pre-constructed pieces.

A designer explains that some of the style elements evoke designs from the late Marc Bohan, creative director of the brand from 1960 to 1989.

From there, Jisoo makes her way to Dior Heritage, where she was able to examine the entire history of the brand in one place. She enters a room filled with ensembles designed by Mr. Bohan and gasps in excitement.

Jisoo learns from Dior designers and craftspeople how the brand has transformed over the years

"Marc Bohan used a lot of bright colors and Maria Grazia has been inspired by those colors," a guide explains.

Together, they examine various pieces from the brand's history, including a Lady Dior handbag that was designed in 1995 and offered to Princess Diana. Jisoo asks if she can keep the bag, and the guide jokingly offers.

The K-Pop singer explains how Mr. Bohan introduced the casual style to Dior, and that these efforts have been carried over, years later, to Ms. Chiuri's collections make women feel comfortable.

"Dior is one of the luxury haute couture houses that are adjusting their creative direction to include more comfortable and wearable styles," NYU's Ms. Serdari said. "This is a general trend in the luxury sector and it is based primarily on the fact that people are making casual' part of their vocabulary.

"While this does not mean that everyone is sporting athleisure items, it does mean that contemporary consumers who like the production of haute couture houses prefer to mix these pieces with more comfortable pieces of their own," she said. "For Dior, Maria Chiuri looked back to Marc Bohan, whose pieces were wearable and elegant, bold and sophisticated."

After looking through pieces from the spring/summer collection, Dior takes Jisoo to the beauty studio. The show's makeup concept is nod to 1960s Paris with a playful twist: a double-winged eyeliner.



Jisoo's favorite look from the show in Paris. Image credit: Paris Fashion Week

Jisoo gets ready with Dior makeup artist Peter Philips and finally arrives at the Tuileries Gardens for the show. Fans chant her name as she exits her vehicle.

After the show, she describes being a guest as similar to being in a video game. Jisoo also references the black dress with a crossed ribbon and bow across the chest as her favorite look.

Power of influence

Fashion houses such as Dior and Louis Vuitton have been inviting notable celebrities and influencers to their shows and documenting these visits in order to garner excitement among younger audiences.

In 2019, French fashion label Louis Vuitton invited YouTube star and Instagram influencer Emma Chamberlain and model Karlie Kloss to its runway show at Paris Fashion Week.

In the hopes of catering to younger affluent consumers, the brand extended its relationship with these young women through a series of videos following the show, one of which includes Ms. Kloss and Ms. Chamberlain mimicking the

catwalk in their hotel rooms in Louis Vuitton ensembles ([see story](#)).

Last year, Dior invited actor, comedian and YouTube star Liza Koshy to the fall/winter 2021 runway show.

During fashion weeks, brands rely heavily on a front row filled with celebrities and industry leaders. When those seats are removed or limited, as they have been during the COVID-19 outbreak, brands had to imagine new ways of leveraging those influential people without posing a threat to their health and safety.

Ms. Chiuri filmed Ms. Koshy backstage at the show as she offered her audience a look inside her Lady D-Lite bag ([see story](#)).

"Each market has its own idols and influencers," Ms. Serdari said. "It is key to understand which market is addressed and how, and then measure the impact of these campaigns.

"When a celebrity's style and aesthetic is well aligned with the one proposed by the fashion house, the power of the collaboration is capable of generating new revenues and impacting the maison's brand equity," she said. "As such, it must be designed carefully and unfold in stages so that the fan base is let into the brand smoothly and gracefully."

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.