

FRAGRANCE AND PERSONAL CARE

Dior steps into the ring with masculine fragrance push

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Ambassadors discuss passion and the connection between boxing and Dior's fragrance in "Into The Ring." Image credit: Dior

By KATIE TAMOLA

French fashion house Christian Dior is inviting consumers into the ring to celebrate its new Dior Homme Sport fragrance.

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To promote the fragrance, Dior enlisted seven models and boxers for its new "Into The Ring" series. Maintaining a mood of palpable intensity, the men discuss what boxing gives them, how it makes them feel and how the fragrance is connected to the sport.

"As a brand, Dior is for the person who wants to stand out and to accent their lifestyle while still being true to who they are as a person," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York.

"Having both boxers share their personal stories and how they go about their lives is a way to show how versatile and encompassing the brand is regardless of what you do, where you live and what you aspire to be," she said. "The brand can be daring, easy and can transition from day to night without a problem."

A demanding discipline

The first two shorts of "Into The Ring," starring Younes Bendjima and Tanner Reese, immediately establish a cinematic style.

Mr. Bendjima's installment begins with him sitting on the edge of the boxing ring, exhaling and staring deeply into the camera.

Inside and outside of the boxing ring, Mr. Bendjima is not giving up.

"I always tell myself that I mustn't stop," he begins.

The vignette tracks the model as he trains inside and outside of the ring, running up city stairs and boxing with vehement strokes. The shot cuts to a pair of Dior boxing gloves and a bottle of Dior Homme Sport.

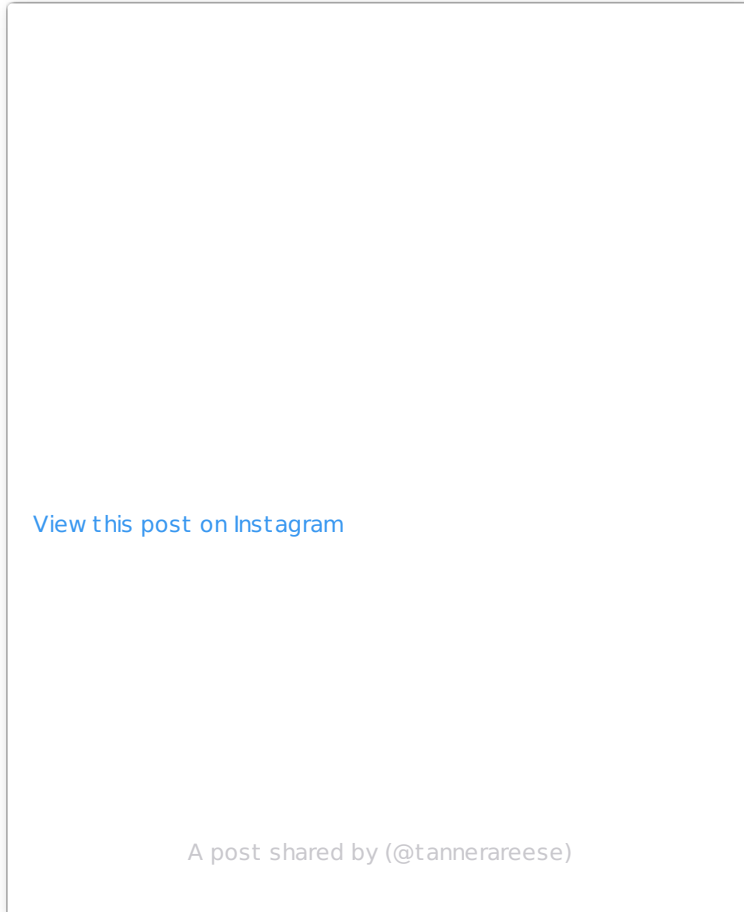
Additional shots depict Mr. Bendjima putting on the Dior boxing gloves, throwing punches solitarily in the ring, working on a punching bag and spraying himself with the fragrance at night after the gym.

To Mr. Bendjima, boxing is a sensory experience. The emotion, like the Dior fragrance, stays with him long after he finishes his workout.

"When I put on my gloves, I let myself be taken over by an energy that infuses each of my movements," he says. "Like a precious essence that lingers for hours after leaving the gym."

The next video begins with Mr. Reese sitting on a couch, staring intensely at something on the table in front of him. Then a shot quickly appears, of Mr. Reese jabbing a punching bag before revealing Dior boxing gloves and the Dior Homme Sport fragrance on the table.

"My path has never been a straight line," he says. "And for that, I'm grateful."



In between shots of the model running throughout the streets of New York and discussing his connection to the city, he discusses how he has overcome his personal demons and the feelings of freedom boxing has given him.

Mr. Reese exercises in a boxing ring and applies the fragrance after his workout.

Similar to Mr. Bendjima's vignette, Mr. Reese expresses the emotional component of boxing and how these feelings and the Dior fragrance resonate with him.

This is only the beginning for the new boxing-centered series, as Dior has teased additional videos starring professional boxers and other public figures.

Representing Dior fragrances

For several years, boxing has been a central theme throughout Dior Home Sport's marketing efforts.

In a 2020 advertisement for the fragrance, actor and brand ambassador Robert Pattinson began the spot by pantomiming boxing on a rooftop, throwing punches in the direction of the camera. Dior recently recut this footage for a new Dior Homme Sport campaign.

Mr. Pattinson, star of the upcoming film *The Batman*, has worked with Dior for several years.

In 2013, the announcement of Mr. Pattinson as the face of the brand's fragrance drove much attention to Dior's then-recent campaign due to the anticipation arising from his own fan base ([see story](#)).

Dior continues in a sporty direction in tapping ambassadors for its latest fragrances.

Last December, Dior added a new ambassador to its star-studded talent roster.

French soccer player Kylian Mbappé was announced as a new ambassador for Dior's men's fashions and fragrances. One of soccer's rising stars, he is lending his image to designs by Kim Jones, artistic director for Dior men's collections, as well as to the Sauvage fragrance ([see story](#)).

With campaigns like "Into The Ring," Dior is able to reach consumers in a unique, more emotional way.

"From a consumer standpoint, when you think about these brands and see their traditional campaigns, people may think of high fashion models wearing the brand, but seeing these boxers who may remind people of those that they know it creates a realistic element that encourages consumers to gift it to themselves or others," Ms. Smith said.

"I think it's a great way to humanize the brand and to allow people to actually be able to see how this brand would work with them beyond the runways and red carpets."

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