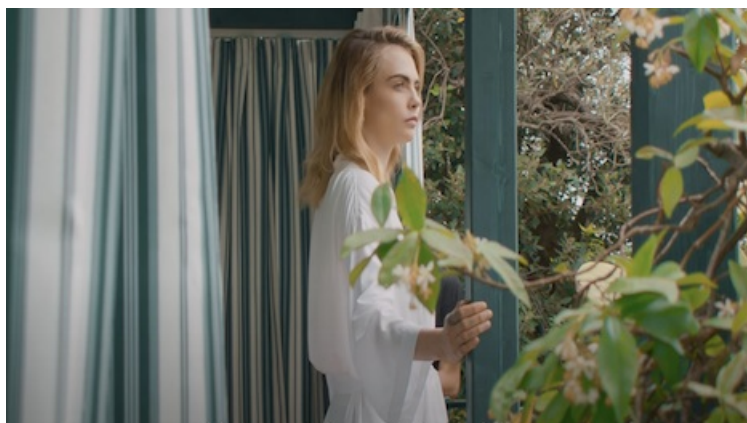


FRAGRANCE AND PERSONAL CARE

Dior Beauty channels the quirky personality of Cara Delevingne in latest campaign

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A scene from Dior's "Enjoy a bespoke treatment at Dior Spa Portofino" campaign video. Image credit: Christian Dior

By AMIAH TAYLOR

French fashion house Dior has released two new beauty campaign videos featuring brand ambassador and actress Cara Delevingne which promote pampering and play.

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The Parisian brand which recently launched a pop-up spa in Portofino invited the actress and model to enjoy a bespoke treatment at Le Jardin Des Rves Dior at Belmond Hotelsplendido. Ms. Delevingne was also invited to explore the Italian Riviera in collaboration with Dior.

"Love that Dior has chosen Cara Delavigne to be the face for this campaign," said Diana Verde Nieto, cofounder and CEO of Positive Luxury, London.

"Cara is irreverent, quirky, beautiful and full of personality," she said.

"Choosing her shows that the brand is inclusive and is not afraid of showing it, lgbtqia2s+, not only internally but also externally."

Celeb-worthy spa

In the first campaign film, the viewer is invited to follow Ms. Delavigne as she explores the Italian Riviera in a matching Dior co-ord set and straw hat. A glowing Ms. Delavigne reveals her tenets for no-fuss make up in the heat.

Dior Beauty's "Explore the Italian Riviera with Cara Delevingne" campaign video

"In the summer when it's hot, I like to keep it simple," she said. "So nothing really on the skin and just a little bit of glow on the cheeks, on the lips."

In direct contrast to Ms. Delavigne's philosophy on simple and airy summer makeup, the actress is outfitted in bold and monogrammed Dior co-ord sets that range from coral pink to highlighter orange.

In a voiceover, the model praises Dior's lip oil as she is seen spreading the moisturizing oil across her mouth as she pouts slightly.

As the model enjoys an orange popsicle on the beach, and then zips around the city on a motor scooter with a matching monogrammed Dior helmet, she praises adventure as the best part of life.

In the next campaign video, Ms. Delavigne remedies her jet lag with a luxurious spa treatment at Le Jardin Des Rves Dior at Belmond Hotelsplendido.

Dior Beauty's "Enjoy a bespoke treatment at Dior Spa Portofino" campaign video

The actress remarks that she loves seeing the Dior patterns on the sheets because of how well the designs tie into the coastal environment.

Lying on a massage table, Ms. Delavigne's face is gently caressed with gua sha stones and then her body is gently massaged with two-handed pressure. Outside, the scenery is picturesque with green trees and the gentle wafting of sea air.

"I think of working hard and relaxing harder," Ms. Delavigne jokes about her approach to work-life balance. "I have not done this in a while so I need it!"

Dior's je ne sais quoi

Dior's Portofino spa (see story) is not the only pop-up the French maison recently debuted. The Parisian brand also launched a Rodeo Drive pop-up store in California complete with ready to wear styles and a 3D Pegasus sculpture (see story).

In addition, Dior is expanding its offerings to include homeware with its new Toile de Jouy line by the house's creative director Maria Grazia Chiuri (see story).

As the French maison continues to expand, perhaps there are more pop-ups in beautiful corners of the world to be expected from the Parisian fashion powerhouse.

Italy is a wonderful place and Portofino is magical, it ouds beauty, but I would not call it exotic," Ms. Verde Nieto said.

"Portofino is just like Cara, a mix of exquisite beauty, traditional roots with a twist of modern je ne sais quoi."