

JEWELRY

## Dior emphasizes the beauty of black in latest release

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*The new La D de Dior Black Ultramatte is a testament to the founder's love of all things noir. Image credit: Dior*

By AMIAH TAYLOR

French fashion house Christian Dior has debuted a brand new timepiece, just in time for a fashion-forward fall.

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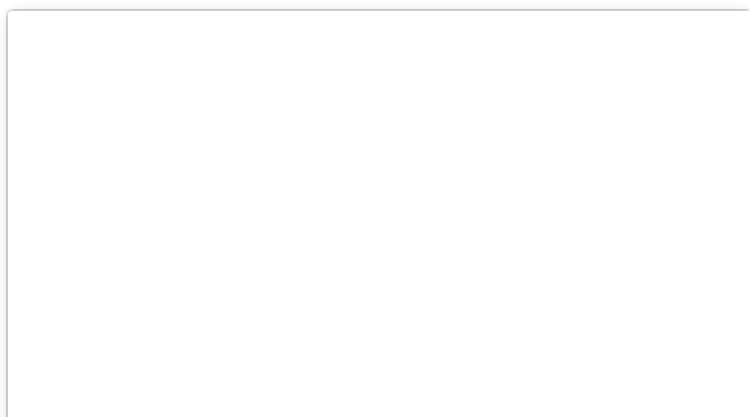
An enticing short film centering the La D de Dior Black Ultramatte premiered on Oct. 6. The spot, reinvigorating a classic, stars English model and actress Cara Delevigne, who has been a brand ambassador for the historic fashion house since 2019.

"It looks like a mass fashion piece," said Donnie Pacheco, founder of Donnie P. Consulting, Seattle.

"The matte black may have a unique process or there could be new movement, but that does not come through in this campaign," he said. "The other piece that would be key to this is the price point: are they looking to make this a more accessible fashion timepiece?"

### Noir timepieces

The watch was conceived by Victoire de Castellane, the creative director of Dior jewelry, and at \$7,500 price point is staunchly in luxury territory. The French fashion house sourced Milanese mesh for the watch's strap, opting for the Italian material because of its glamorous parallels to fine silk ribbon.



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*A closer look at the glamour watch's black diamond bezel*

While the La D de Dior was originally created 19 years ago, it is freshly reimagined in the dark and enigmatic shade of black and both versions of the watch have three black diamond markers.

The inspiration for the timepiece comes directly from the late founder's appreciation of the color black. Monsieur Dior wrote in his Little Dictionary of Fashion, "I could write a book about black," and regarded the versatile color incredibly highly.

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*Cara Delevigne mystifies in all black as the face of the La D de Dior Black Ultramatte*

Dually minimalist and mysterious, the color has significant resonance to the Dior maison.

The watch is set with polished PVD-coated Dauphine hands, 13 brilliant-cut diamonds, anti-glare crystal and a black ultramatte steel dial.

It is also water resistant up to 98 feet and therefore suitable for worry-free pool and beach outings.

The watch is available with and without a black brilliant cut diamond bezel, the latter is priced at a more accessible \$4,800.

The luxury watch market growth is expected to grow to \$33.07 billion in 2026 at a CAGR (compound annual growth rate) of 3.9 percent. With this in mind, Dior's commitment to create resonant and fashionable watches is an intelligent business move in the face of growing demand.

#### The lure of Cara

Ms. Delevigne is a fashion mainstay and has worked with fashion giants like Saint Laurent ([see story](#)) and Dior ([see story](#)). She is also known for her close personal relationship with the late Karl Lagerfeld ([see story](#)) and her roles in films and televisions shows such as "Only Murders in the Building," and "Anna Karenina."

Because of the infectious cool-girl energy that Ms. Delevigne can lend to any campaign, she is highly sought after as a brand ambassador and spokesmodel by brands who are magnetized to her edgy flair.

"Cara is the ideal face for this campaign because while she is recognizable, she doesn't distract from the timepiece or overwhelm the ad," said Mr. Pacheco. "She compliments the timepiece and ad, while adding excitement that she is part of the campaign."

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