

MARKETING

## Dior unveils magical motif for holiday 2022 campaign

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British actor Anya Taylor-Joy exudes a certain joie de vivre as she stars in Dior's holiday 2022 film. Image credit: Dior

By LUXURY DAILY NEWS SERVICE

French fashion house Dior released this year's holiday gift collection with a "magical constellation motif" by Italian artist Pietro Ruffo and an ad campaign helmed by a video starring actress Anya Taylor-Joy.

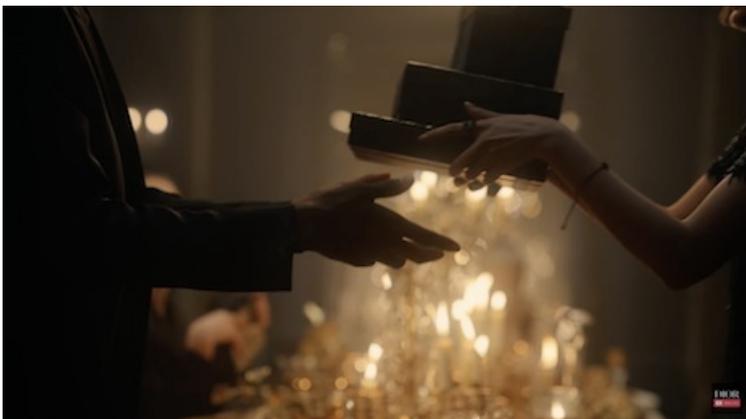
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The collection includes exclusive holiday items, some of Dior's signature fragrances and limited-edition makeup inspired by the season.

Dior's collection is on full display in the 78-second video starring Ms. Taylor-Joy. Along with her friends, she is seen showering each other with Dior gifts in a gilded mansion complete with crystal tree.

### Starry night

Each item in the 2022 holiday collection centers around a theme of wintry gilded-gold constellations over a deep navy designed by Mr. Ruffo, who is a friend of the house.



In this new holiday film, Dior has adroitly highlighted key gifting choices within its repertoire. Image credit: Dior

This year's advent calendar features an image of Dior's famed address, 30 Avenue Montaigne, where Christian Dior opened his atelier in 1946 and which has recently undergone major renovations.

The iconic building is surrounded by eight constellations, Mr. Dior's lucky number, as well as fantastical beasts and flowers.

Inside the 24 windows are surprise Dior fragrance, beauty and skincare items. The calendar retails for \$650.

There is also a smaller gift set of four items retailing for \$105.

The constellation motif also adorns the holiday makeup collection by Peter Phillips, creative and image director for Dior Makeup.

Two 5 Couleurs Couture eye palettes come in gold or silver tones, exclusive shades of Rouge Dior lipstick are engraved with the motif and a black makeup minaudiere holds a lipstick and three refills.

The "Dior Icons" fragrances Sauvage Elixir, J'Adore and Miss Dior are all part of the holiday offerings.

Handmade wrapping paper and packaging by Mr. Ruffo is also available.

*Dior Holidays The Atelier of Dreams 2022. Video credit: Dior*

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