

FRAGRANCE AND PERSONAL CARE

## Dior explores masculinity with Robert Pattinson for Homme Sport'

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*Dior presents a heartfelt look at manhood, bringing sensitivity and love to masculinity. Image credit: Dior*

By EMILY IRIS DEGN

French fashion house **Dior** is breaking out of traditional masculinity via emotion-driven narratives featuring British actor Robert Pattinson.

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The fragrance push for Homme Sport showcases Mr. Pattinson at his most relaxed, the campaign featuring unscripted moments and emotional scenes. The actor has been an ambassador for Dior Homme' for a decade now.

"Dior Homme signed Pattinson in 2013...then named one of the world's sexiest men by GlamourUk and Vanity Fair," said Dr. Katherine C. Sredl, marketing lecturer at Loyola University Chicago's Quinlan School of Business.

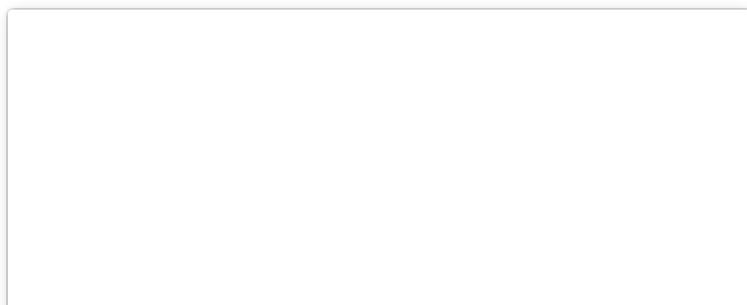
"He's an ex-teen heartthrob who evolved along with his audience," Dr. Sredl said. "He has authenticity."

Dr. Sredl is not associated with Dior, but agreed to comment as an industry expert.

New man

Dior is re-exploring what it means to be a man in modern society.

Turning to social media, the brand drove a vulnerable discussion on the part of Mr. Pattinson, as he discussed his love of performing. Featuring light scents that are "alluring, casual and free," the unguarded actor complimented the Homme Sport fragrance of the campaign.



[View this post on Instagram](#)

A post shared by Dior Beauty Official (@diorbeauty)

Warm light, soft laughter, mentions of partnership and a centering of love all exude a less commonly-expressed side of manhood that is not often seen in male-focused marketing language.

The social media posts combine a sporty boxing angle with tender messaging such as "If you want a partner, take my hand" and "If you want a lover, I'll do anything you ask me to."

The language is disarming, vulnerable and emotive.

The assets on the [Dior Homme webpage](#) also fuse together this powerfully athletic positioning seen in many male campaigns, with softness and affection.



*The video from Dior shows Mr. Pattinson adoring his lover, kissing and laughing softly against a twinkling backdrop. Image credit: Dior*

Aside from the freshness and lightness of the fragrances that are described and listed, there is a video featuring Mr. Pattinson and a female lover.

He is shown laughing, playfully miming boxing and being affectionate with her amidst soft and twinkling lights in a city. At one point, the camera twirls above them as they kiss gently in the sand.

There are still hypermasculine notes, such as a shot of Mr. Pattinson wearing a black leather jacket, and appearing to protect his lover from a group of men by shielding her. That said, the video is mostly grounded in a feeling of tenderness, softness, sincerity and love all things that are very atypical for marketing directed at men.

"Showing a man reflecting is unusual...the reflection [telling] a story of self-mastery, of evolution, of growth," Dr. Sredl said.

"It's also new that many fragrances for men campaigns communicate dominance, usually of women," she said.

"Here that's not the case.

"The focus is on self-mastery."

Love and a-Dior

The campaign from Dior is not necessarily a flipping of gender norms, but rather a deeper look at gender itself.

French fashion house Louis Vuitton recently expanded traditional gender norms through the spring/summer 2023 men's collection. Tapping into sincere play, pastel colors and male florals, the brand allowed space for a deeper male experience ([see story](#)).

Italian fashion label Valentino has also expanded brand conceptions about gender, recently releasing an AI campaign that touched on male vulnerability ([see story](#)).



*Robert Pattinson is allowed the space to present his gentleness and sensitivity as a man via the Dior campaign. Image credit: Dior*

Dior is not taking away masculinity, or the traits so commonly attributed to it, such as strength or athleticism. Instead, the brand is expanding that narrative to include a more in-depth look at the human side of men the side that can cry, unapologetically show affection and practice emotional expression.

Gender is complex and filled with nuances. Encouraging men to embrace what is seen as traditionally feminine is not a contradiction of manhood, but rather an acknowledgment that gender's innate fluidity leaves plenty of space for duality.

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