

FRAGRANCE AND PERSONAL CARE

Dior magnifies bespoke visuals for Mother's Day

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Pietro Ruffo decorated perfume packaging for a special occasion, creating delicate visuals highlighting the founder's relationship with his parent. Image credit: Dior

By LUXURY DAILY NEWS SERVICE

French fashion house **Dior's** beauty division is adorning celebratory gift boxes with the work of a familiar face.

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The maison tapped Italian contemporary artist and longtime collaborator Pietro Ruffo to decorate Mother's Day perfume packaging. Mr. Ruffo created delicate visuals of Christian Dior's rose garden, which according to the brand, is a place where the founder bonded with his mother over their appreciation of flowers the heavily-maternal reference makes the gift boxes especially prime for the holiday.

Picking roses

Mr. Ruffo brought Christian Dior's childhood home in Granville, France to life for the project, including intimate details of the property.

The house itself has a rose window, which the artist chose to highlight. The result is hand-drawn and painted window segments glinting in gold beneath tangles of pale pink roses, the brambles twisting around the tracery and pouring inside the space it guards.

The Granville imagery evokes the roots of Dior's founder

Due to the fact that the piece is highly detailed, it looks like an engraving rather than a two-dimensional sketch, a popular art form during Christian Dior's post-Victorian lifetime.

Mr. Ruffo has worked with Dior on multiple occasions in the past.

Dress your gifts in the floral design inspired by the Dior Granville garden roses, exclusively drawn by the Italian artist Pietro Ruffo His fantastic vision is brought to life in the form of colorful hand-drawn floral pattern sketches. [#DiorBeauty](#) [#DiorParfums](#) [#DiorMothersDay](#)
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Dior (@Dior) [May 3, 2023](#)

In 2020, he worked alongside Dior's creative director Maria Grazia Chiuri on a loungewear drop ([see story](#)). The collection was the brand's first in the category.

Similar to this latest project, Mr. Ruffo worked on another gifting campaign for the 2022 holiday season, again featuring references to Dior's past ([see story](#)).

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