

ARTS AND ENTERTAINMENT

Dior taps into power of AI, revealing fragrance-inspired artwork

September 22, 2023



Turkish-American creative Refik Anadol brings his signature style to the house for the launch of L'Or de J'adore. Image credit: Dior

By ZACH JAMES

French fashion house Dior is partnering with a famous name within the realm of computer-generated art.

Working with Turkish-American multimedia artist Refik Anadol, the label has commissioned his creative efforts, an untitled piece inspired by the brand's new L'Or de J'adore fragrance paving the way. The collaboration will be showcased across the globe in the coming days and months via various exhibitions, in a promotional activation that connects a luxury brand with high art once more.

"Collaborations between fine art and luxury are often the highest form of a brand partnership," said Sheri Koetting, founder, brand strategist and creative director at [MSLK](#), New York.

"There's a level of sophistication and intrigue that an artist brings that is invaluable," Ms. Koetting said. "Nothing is more luxurious than fine art because it's truly one-of-a-kind."

"I think the greatest inspiration one can find are those derived from nature or art; it allows a brand to remain truly unique."

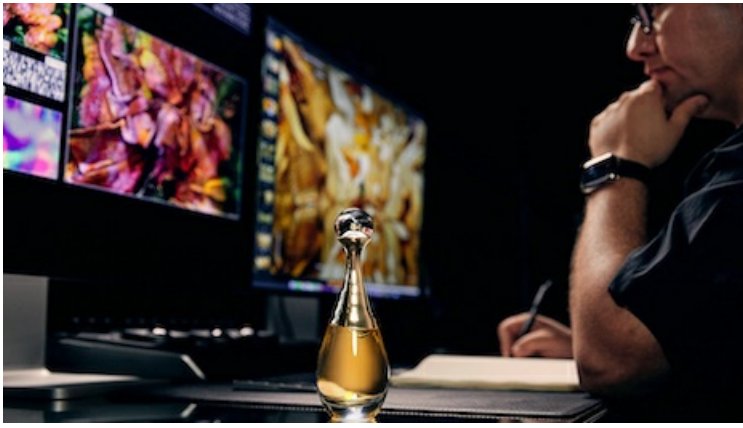
Ms. Koetting is not affiliated with Dior, but agreed to comment as an industry expert.

Generating greatness

Inspired by the new version of the L'Or de J'adore fragrance, formulated by the maison's director of perfume creation, Francis Kurkidjian, Mr. Anadol presents moving images of free-flowing, dynamic liquid gold.

The digital display is powered and continuously generated by artificial intelligence (AI), marking the latest in a series of industrywide adoptions.

"At a deeper level, I appreciate the connection between the fine art of AI algorithms and the fragrance formulation itself," said Ms. Koetting.



The new L'Or de J'adore fragrance inspired the dynamic art piece. Image credit: Dior

"It's compelling that they tie both back to mathematics."

Through conversation, Mr. Kurkidjian and Mr. Anadol discovered a shared passion for numerical figures, the perfumer with ingredients measurements, and the artist with code and advanced machine learning models.

Recognized for producing innovative AI and computer-generated effects, Mr. Anadol's works are currently on view at New York's Museum of Modern Art as well as at the recently-opened Sphere in Las Vegas, having before teamed up with notable names such as Italian jeweler Bulgari ([see story](#)).

In realizing the new release, Dior's partner worked with a batch of fragrance-based data points for two years, gathering millions of floral images to incorporate into the creation.

Thank you, New York! It was fantastic to see many people coming from around the world to experience Unsupervised at MoMA! In just 15 minutes, I met people from Argentina, Italy, Korea, and France! It is incredible to witness the love and support for our artwork!

pic.twitter.com/ZsvqqgTXz

Refik Anadol (@refikanadol) [September 20, 2023](#)

In Milan, the digital exhibition can be seen now amid Italian department store chain La Rinascente's window displays.

On Sept. 27, Mr. Anadol's medium will go live at a "Dior J'adore!" event in Paris; the maison also states that the project can soon be viewed at select locations around the globe.

The most recent iteration of L'Or de J'adore, launched in stores last month, is available [now](#).

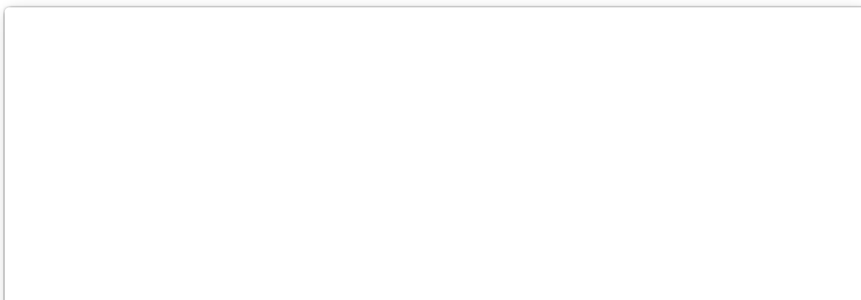
"I do believe using algorithms and computers, we can create new ways of imagining," says Mr. Anadol, in a campaign video.

"For this Dior collaboration, the process starts with imagination, finding a new language but without losing the heritage," he said. "It's a beautiful challenge."

AI revolution

Dior and Mr. Anadol's usage of artificial intelligence stands as one example among many in the midst of a technology surge sweeping top brands, all of which seem to be clamoring to utilize the hot commodity.

The AI market is expected to hit a valuation of \$422 billion by 2028 ([see story](#)).



[View this post on Instagram](#)

A post shared by Dior Beauty Official (@diorbeauty)

LVMH recently held its second Data AI Summit, as leaders from across the French luxury conglomerate engaged attendees on a wide range of related topics ([see story](#)).

AI is also being tapped more frequently for art-centric luxury marketing exercises.

Much like in Dior's case, French beauty brand Guerlain used the tool to formulate a series of more than 1,800 reimagined Bee Bottles, a heritage mark of the label, in a celebratory campaign ([see story](#)).

"This is a new generation of art and imagery associated with a brand," [MSLK's](#) Ms. Koetting said.

"It's timely using AI but done with reverence for the hand of the artist behind the AI," she said. "What a strong message that behind science and math there can still be haute couture."

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