

MULTICHANNEL

Dior pushes handbag line with latest multichannel ad campaign

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By TRICIA CARR

French fashion house Christian Dior is focusing on its Lady Dior purse line in a new advertising campaign featuring French actress and brand ambassador Marion Cotillard.

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The brand's new ad photos feature the actress holding a patchwork Lady Dior handbag from an upcoming collection. Dior could be preparing to use the images in a multichannel campaign that includes print and digital efforts as it has in past campaigns with Ms. Cotillard and for its handbag lines.

"Especially with luxury lifestyle magazines, the reader looks through the glossy, thick pages, seeing and reading about lifestyle experiences and the stage is set for a receptivity to the branding message," said Karen Weiner Escalera, president of **KWE Partners**, Miami.

"One can't forget the adage you're known by the company you keep," she said. "Luxury brands benefit from the halo effect."

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

Dior could not comment before press deadline.

Got it in the bag

The images for the new Lady Dior ad campaign show Ms. Cotillard wearing a cream-colored dress and holding a Lady Dior bag.



Image from the new Lady Dior campaign

The actress was photographed by Peter Lindbergh.

Ms. Cotillard is posed against a wicker-basket background that may hint at the direction of the new line.

The Lady Dior purse featured in the ad is a woven patchwork-style fabric with frayed edges and a tan-and-navy pattern.

Like previous Dior ad campaigns, this photo could be used over multiple channels.

The brand released a vertical image and a horizontal image, which could hint at its use in a double-page print ad in the front-of-the-book of a high-end fashion publication.



Image from the new Lady Dior campaign

Dior used a traditional print campaign recently with its ad images of Mila Kunis for Miss Dior, first in the New York Times and then later in luxury-focused publications ([see story](#)).

Meanwhile, Dior went digital when it featured Ms. Cotillard in a short comedy film called L.A.dy Dior Hollywood that showed a creative side to the brand while featuring its new handbag line.

Ms. Cotillard is seen throwing a fit in the middle of a photoshoot while holding her Dior bag. ([see story](#)).

Furthermore, Dior did a mobile-based campaign for Lady Dior with its black-and-white Alfred Hitchcock-like film, "The Lady Noire Affair," available to iPhone users via a new application.

Consumers could watch a trailer, the entire movie and its making all from their iPhone ([see story](#)).

"Taking a cue from the online world, [luxury brands should] try to make ads as interactive as possible and even better yet, appeal to the target audience's ideal lifestyle, ideal experience and tell a story," Ms. Escalera said.

"Also, anything on a computer can't compare with what I call the trophy factor of seeing an ad in a rich-looking magazine gracing the top of a table in a reception area or a coffee table," she said.

Celebrity status

Dior seems to be using Ms. Cotillard for its ad campaign continually due to the well-regarded attitude towards the actress among luxury consumers.

Many luxury marketers are using well-known personalities to leverage new product lines in ad campaigns.

For instance, Gucci photographed actor, writer and director James Franco for the brand's new one-on-one Made to Measure experience in cities such as New York, Paris and Tokyo. The photos were used in an email blast and could be used for future print

placements ([see story](#)).

In addition, Burberry's spring/summer 2012 campaign images that focus on men's tailoring continue to feature actor Eddie Redmayne ([see story](#)).

"What resonates is the lifestyle the product or service represents, best presented in the context of a story," Ms. Escalera said. "Affluent [consumers] buy into experiences."

Final Take

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