

FRAGRANCE AND PERSONAL CARE

# Miss Dior fragrance looks for love with modernized relaunch

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The scent was first released in 1947. Image credit: Dior

By ZACH JAMES

French fashion house Dior is reintroducing a tenured beauty line.

With the help of Academy Award-winning American actress and longtime brand ambassador Natalie Portman, the maison is rebooting the Miss Dior fragrance for a new generation. A new campaign captures youthful exuberance for the perfume, which dates back over 75 years.

“Envisioning a new Miss Dior is a desire to capture the youth of its time in a scent,” said Francis Kurkdjian, perfume creation director at Dior, in a statement.

## Familiar return

First launched in 1947, Miss Dior has gone through several changes through the years.

Ms. Portman signed on to be its face over a decade ago. Now, under the nose of Mr. Kurkdjian, it is reborn yet again.



Imagery of the scent bursting with blooms floods Dior's digital touchpoints. Image credit: Dior

The pink liquid is a tribute to what came before while paving a new path for the heritage line.

Jasmine is a core tenet of the fragrance dating back to its original release. The ingredient is a signature in the current rendition.

Floral and fruity notes make up the bulk of the new scent for women, with mandarin and woody amber sticking out among the mix of aromas.

Bursting with gourmand notes, the item plays with the nose and tongue. The explosion of the senses teases the wearer with the delectable delights of a modern, feminine fragrance.

The move follows the reinvigoration of the Rouge Dior lipstick collection, which kicked off the 2024 season. Like this instance, well-known talent was tapped ([see story](#)).

A new bottle brings the latest relaunch together.



*The new Miss Dior comes in three varieties and sizes. Image credit: Dior*

Spotlighting couture inspirations, clean lines and a houndstooth pattern are engraved on the sides and bottom of the glass container. A swallow's tail bow is knotted around the neck.

These touches ode to the importance of the fragrances in Dior's history.

"Miss Dior was born from those evenings in Provence illuminated by fireflies, where green jasmine serves as a counterpoint to the melody of the night and the earth," said the late Christian Dior in 1947, as stated on the landing page for the relaunch.

Available in three options, the 2.8oz parfum, 3.4oz eau de parfum and 3.4oz "Blooming bouquet," the fragrances start at \$110, \$100 and \$85, respectively. All are on sale now both [online](#) and in-store.

### **Leap of faith**

Once again, Ms. Portman lends her talents to the Miss Dior campaign, renewing a partnership that dates back several years.

*The maison presents the reinvention of Miss Dior*

French director Manu Cossu helms the advertising slot, placing the actress on the picturesque Italian coast.

In the video, she can be seen taking a leap of faith from a cliffside into the clear blue waters below. The action plays into the rebirth theme underlining the longstanding product line's return to the limelight.

Throughout the 30-second short film, Ms. Portman is taped on beaches, in wildflower fields, on terraces and aboard a small boat.

The things she would do for her life partner are showcased as she glides across frames and dances on tabletops, her grace matching the brand's recent spring/summer womenswear campaign ([see story](#)). The entire spot plays with the tagline, "What would you do for love?"

*The new scent pays homage to its 20th-century origins*

The brand is hosting a pop-up boutique in Los Angeles at 8626 Melrose Avenue to celebrate this new era.

Miss Dior Avenue is a 1960s-inspired, immersive experience, complete with La Parfumerie where guests can discover the scent, a caf offering light bites and Diorama Cinema, which shows the campaign. The space will be live from March 8 to March 10, open from 11 a.m. to 7 p.m. on the first two days, and 12 p.m. to 6 p.m. on Sunday.

Entrance is free, but visitors should book a reservation in advance on the [Dior site](#).

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