

INTERNET

Dior aims at Chinese luxury market via online magazine

April 11, 2012



By TRICIA CARR

French fashion house Christian Dior is taking aim at the Asian luxury market with a third edition of its online magazine that will be published in Mandarin and released during the week that the brand is presenting its haute couture collection for the first time in Shanghai.

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Luxury Daily

DiorMag is likely publishing in Mandarin to appeal to readers in the growing luxury market in that region. The brand linked up the release of the Chinese language magazine with the first presentation of its couture ensemble in China this week and is promising behind-the-scenes looks at the collection reveal to its online magazine readers.

"For a global fashion brand like Dior, you cannot be in the luxury industry and ignore China," said Christine Kirk, CEO of [Social Muse Communications](#), Los Angeles.

"China has become a world hub for luxury brands because there is demand there," she said. "Affluent Chinese buyers look to luxury brands when making their purchases so this is a natural fit for Dior."

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

Dior could not comment before press deadline.

East meets French

DiorMag is found at <http://www.diormag.com>.

The French label is digging deep at its Chinese roots in its digital push to the Asian market.

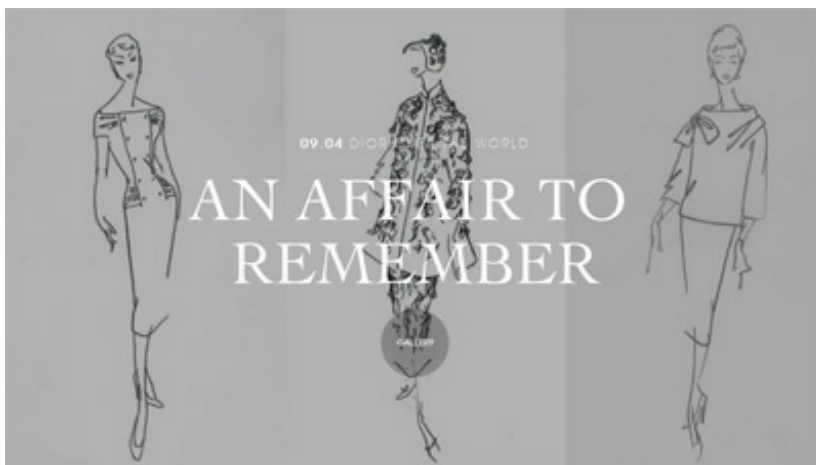
The brand is devoting daily coverage in DiorMag to the haute couture line that it will bring to China for the first time.



DiorMag

DiorMag announced its Chinese version in the magazine April 8, relating the date to the Chinese lucky number.

The following day, the brand published an article called "An Affair to Remember" that looks back at the brand's history and ties events to Chinese culture.



DiorMag article

DiorMag posted a "Countdown to Shanghai" gallery yesterday that offered readers an exclusive preview of the fashion show invitation and drawings of some of the pieces that will be shown.



Designer sketches in DiorMag

The magazine is promising coverage of the collection reveal that will include glances backstage and pictures of celebrity guests.

Dior used its [Facebook page](#) as an additional launch tool for the magazine. It posted a photo and linked to the DiorMag announcement of its Chinese edition.



Facebook announcement

“The digital channel is cheaper and quicker than any other option, so from that standpoint, digital is by far the right way to go,” said Vic Drabicky, New York-based premium and luxury brand digital strategist.

“I would also say most luxury brands tend to lag behind the overall marketplace when it comes to digital marketing,” he said. “Perhaps this is Dior noticing that trend and trying to adopt the digital channel quicker than their competitors.

“It supports any offline efforts they have and any stores they have, so by adding the digital channel, it gives Dior another way to communicate with customers in the region.”

Reading material

Dior launched its online magazine in March to position itself as a storyteller, entertainer and purveyor of the height of luxury products.

DiorMag is available as a section on the Dior Web site. It includes articles, images, current news and product galleries split up into sections including report, monsieur Dior, Dior over the world and all about Dior ([see story](#)).

The brand’s current actions, digital and physical, are tailored for the Asian market and prove that Dior is looking to reach an area with a concentration of luxury consumers, Social Muse's Ms. Kirk said.

A few other luxury brands preceded Dior’s efforts to tap into the growing luxury market in Asia.

For example, Neiman Marcus Group will expand to the Asian market with a new online shopping and editorial site later this year.

The retailer took a \$28 million stake in Glamour Sales Holding, a private ecommerce company that specializes in authorized online flash sales for consumers in China and Japan, and which will host Neiman Marcus’ first ecommerce site in China ([see story](#)).

In addition, Chanel chose Tokyo as the city to host an exhibit of 113 photographs taken by creative director Karl Lagerfeld of actors, artists, singers and other personalities dressed in their respective interpretations of Chanel’s iconic jacket, which will be presented in “The Little Black Jacket: Chanel’s classic revisited by Karl Lagerfeld and Carine Roitfeld.”

Chanel did not exclude digital channels and created an e-exhibition of the photos on a microsite and posted behind-the-scenes video footage of the photo shoots on its social media sites ([see story](#)).

“With one of the world’s largest populations, buying power in China is extraordinary,” Ms. Kirk said. “Delivering Dior to the Chinese consumer in a digital format they expect will positively impact Dior’s bottom line overall.

“Asian countries have always been ahead of the curve when it comes to technology and innovation,” she said. “The Chinese consumer is used to receiving their information on-the-go and in a mobile or online environment.”

Final Take

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