

JEWELRY

Dior crosses borders with internationally-cast Rose des Vents campaign

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The trio tapped for the advertisement are from South Korea, the U.S. and China. Image credit: Dior

By EMILY IRIS DEGN

French fashion house Dior is out with three renditions of a glittering jewelry campaign.

Advertising the **Rose des Vents Collection**, the brand has tapped brand ambassadors Jenny Ortega, Xin Liu and Kang Hae-rin, who goes by her stage name Haerin. The Gen Z trio could grant the line, and Dior itself, a timely spotlight in their home countries of the United States, China and South Korea, each being massive markets filled with affluent consumers who are ready to spend on staple luxury maisons.

The collection

The central design for the Rose des Vents line was inspired by a mosaic that decorated the garden at founder Christian Dior's family home.

To capture the look, artisan jewelers worked the gold by hand. Both sides of every piece take a delicate touch and precision to make the diamond-set wind rose motif with the metal and adorn it with stones.

Ms. Ortega displays the ornate jewelry for Dior

Coming in pink, blue and green hues, the gems that decorate the Rose des Vents Collection vary in shade. A gold ring of beading surrounds the medallions of each jewelry item, nodding to sailors' knots and the pull humankind feels toward the sea.

This is doubled down on by *toile des Vents*, the updated version of the Rose des Vents motif that defines the selection.

Inspired by Mr. Dior's lucky star, this reimagining takes away the ornamental stones and focuses on the shine of the gold. Each celestial body features either lone or pav-set diamonds.

The gold, mother-of-pearl, onyx and platinum stars bring the medallions to life, paired with moon and sun symbols.



Ms. Liu's country is spending more on luxury experiences than personal goods, but her involvement could change that. Image credit: Dior

Revealed for the first time, the scintillating collection pays tribute to the founder of the brand's superstitious personality and his love of astrology, something he would have had in common with many millennial and Gen Z shoppers.

The power of three

Part of the maison's fine jewelry collections since 2015, the line is nearly a decade old at this point.

Breathing life into the array, Dior's new campaign is upbeat, colorful and global. Ms. Ortega, a young American actress often affiliated with the brand's fragrances ([see story](#)), and Haerin, a Korean pop singer, each star in their own 30-second video.

Haerin's Dior slot could reel in South Korean spenders

Posing in front of hot pink and teal green backgrounds, they individually showcase the starry, gold collection.

The focus is mainly on their presence and the pieces, as the videos' scores are lyric-less and the backgrounds minimal with no storyline to distract from or complement the products. The celebrities simply pose while the camera zooms in on their accessories.

Ms. Liu's slot is decidedly shorter, at only 15 seconds, and she only stands in front of the green color.

The Chinese singer comes from a highly influential country as far as marketing goes, with citizens expressing a sizable appetite for experiential luxury ([see story](#)). Though her video is half the length, casting her will still speak volumes and convince many to treat themselves to fine jewelry.

Ms. Liu is connecting Dior with Chinese fans of the brand

Each of these ambassadors appears on different versions of the Rose des Vents Collection landing page, depending on which country they are from. For example, Ms. Ortega, and not Ms. Liu, is seen on the U.S. site, while the inverse is true for the Chinese iteration.

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