

INTERNET

Dior unleashes exclusive video series through online magazine

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By RACHEL LAMB

French fashion label Christian Dior is giving consumers a glimpse into the brand world through a Web documentary video series called Lady Dior starring ambassador Marion Cotillard that it is releasing through DiorMag.

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Luxury Daily

The series focuses on Ms. Cotillard traveling through iconic codes of the house including house ateliers and other locations. A new episode will be released every two weeks until Christmas.

“While there certainly seems to be a deluge of social videos in the luxury market, Dior continues to find ways to create innovative content that is riveting,” said Elizabeth DeMaso, managing partner at [Brenes Co.](#), New York. “Using the medium to its fullest potential, Dior develops storylines that are not only compelling, but showcase the designers and products as hero.

“Engaging the right components, a video series can provide great value to a brand by making a more personal connection with the viewer,” she said. “The appropriate use of celebrities, directors, music and settings contribute to a higher level of emotion and desire.”

Video star

The first episode will be released later this week.

The series will follow Ms. Cotillard from Cannes to New York while she goes through her everyday activities. These include going to photo shoots and fittings, backstage and the red carpet where she wears dresses designed exclusively for her.

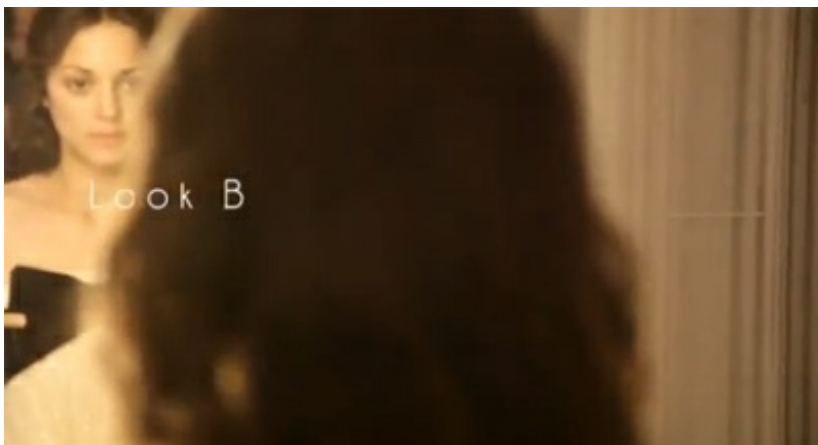
In anticipation, Dior released a teaser trailer on its YouTube page.

Dior trailer

Dior will release the series on DiorMag, its online brand publication.

The brand is also teasing the series on its social media sites including Facebook and Twitter.

These videos not only show the brand lifestyle, but give a glimpse into Dior's history and products.



Still from the trailer

Dior has used Ms. Cotillard as the subject of other video campaigns in the past.

For example, Dior released a new short comedy film called L.A.dy Dior Hollywood starring Ms. Cotillard that shows a creative side to the brand while featuring a handbag line, which came out last year ([see story](#)).

“Video, more than other forms of social, provides this in-depth look behind the curtain,”

said Ron Schott, senior strategist at [Spring Creek Group](#), Seattle.

“Brands are able to tell this rich story that enthusiasts, especially those associated with fashion, are dying to get their hands on,” he said. “Also, by having Ms. Cotillard in the spots, it is automatically bringing even more eyes to the content, which is smart.”

Social networking

Social videos are becoming a quick way for brands to portray brand history, lifestyle and products.

For example, Cartier’s L’Odyssée de Cartier centers on the journey of a panther while showing some of Cartier’s timeless jewelry and watches in settings such as India, Russia and France that serve as inspiration to the brand.

The film, which took place over three months, tells Cartier’s history ([see story](#)).

Also, French fashion empire Hermès created a microsite called Hearts and Crafts that showcases the detailed craftsmanship and quality of its products through inside glimpses into the making of its branded products.

The site features videos and interviews with the designers and employees behind the brand, from leather-cutters to silk-drawers. It also features a full-length movie that was first shown in select movie theaters and museums this past fall ([see story](#)).

“Much like the L’Odyssée de Cartier film earlier this year, Dior’s level of production and creativity contributes to a finished piece that feels more cinema than video,” Brenes Co.’s Ms. DeMaso said.

“For luxury marketers looking to stand out, there is a lesson to be learned from these efforts,” she said. “The video should embrace a level of finish worthy of the brand as it is a direct reflection of the products’ quality.”

Final Take

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