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Dior broaches fall collection with commercials, social media

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By ERIN SHEA

French label Christian Dior is broaching its fall collection through a television commercial, social media and other digital promotions.

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The label seems to be one of the first brands to fully push the fall collection and is likely trying to get ahead of other fashion marketers. By creating a campaign that covers many platforms, Dior is likely to engage consumers in its new collection.

"The videos would be terrific as TV commercials," said John Casey, senior vice president at [Havas PR](#), New York.

"This series is destined to be an ongoing viral hit provided the quality remains intact," he said.

[Dior](#) did not respond by press deadline.

Secret garden

Dior recently released two commercials that it also pushed through its YouTube and social media platforms. Both show off the collections in an abstract way.

The first, titled "Secret Garden - Versailles," focuses on the inside of the Château de

Versailles in France.

In the 62-second video, one model is shown walking around the chateau while her outfit changes every couple of seconds.



Video still

The model eventually starts to make her way outside and through the garden. The last scene of the video shows the models standing in the garden wearing the new Dior collection.

Secret Garden - Versailles

The 66-second TV commercial titled “Secret Garden 2 – Versailles” features more on the garden of the the chateau.

Throughout the short video, models frolic around the chateau garden while Depeche Mode’s “Behind the Wheel” plays.

The video appears to begin with a shot focusing on a model's hand carrying a rose. She drops the rose and goes outside where she begins to run through the chateau and into the garden.

The video jumps back and forth from a clip of a model running through the chateau and another model standing in the garden.

Next, models are frolicking with one another in the garden at night. The chateau’s garden seems to contain a mysterious world.



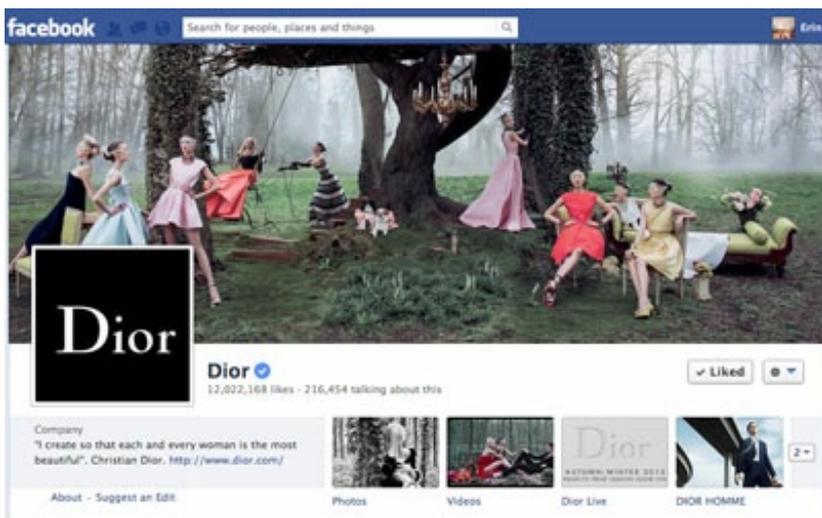
Video still

The last seen shows the models sitting together under a tree in the garden as the brand's name appears on the screen and it abruptly ends.

Embedded Video: <http://www.youtube.com/embed/PSjdnsJepgc>

Secret Garden 2 - Versailles

In addition to the commercials, the brand is promoting the collection and the video through its social media.



Dior's Facebook cover image

Also, Dior is inviting fans to see the behind-the-scenes through a Facebook album and video that details the making of the commercials, which is available on DiorMag.

The making-of video can be accessed at

http://www.dior.com/magazine/en_gb/News/Secrets-of-the-Garden2.



Video still

Film stars

Dior has used social videos and commercials to show off its collections and bring together a campaign in the past.

For instance, Dior flaunted its J'Adore Dior fragrance and Lady Dior handbags in a social video titled "As If By Magic" to get consumers excited about spring fashion.

In the video, viewers entered into the world of Dior where handbags, shoes and other products seemed to take on a magical quality ([see story](#)).

Also, the label showcased its Miss Dior fragrance through a short film starring longtime brand ambassador Natalie Portman and directed by Sofia Coppola.

The video titled "La Vie En Rose" was promoted on its own microsite and the brand's Facebook page, and it was shown as a television commercial ([see story](#)).

Video can give a brand a creative medium to showcase a new collection and its theme for the season. It is also a medium that can be easily shared with consumers.

"In the digital and social media worlds, campaigns can go stale pretty quick," Mr. Casey said.

"Thus, it's imperative for brands to continually revamp, update and refresh endeavors to keep them lively and relevant and to keep audiences engaged," he said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: <http://www.youtube.com/embed/XIdWNkYzd9k>