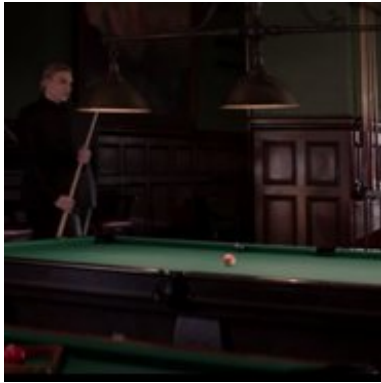


INTERNET

Dior eyes men with dark, pool hall-themed collection video

August 30, 2013



By ERIN SHEA

French label Christian Dior is targeting affluent men with a new video for its ready-to-wear fall/winter collection that focuses on complex emotions of men while they play a game of pool.

[Sign up now](#)

Luxury Daily

The video titled “The Players” features a number of men playing pool while wearing the new ready-to-wear items. By showing the clothing in a setting with a well-known game, Dior is able to show men how this apparel fits into their own lifestyle.

“The video is a fascinating short film set in a beautiful, masculine setting which should resonate with Dior fans,” said Scott Delea, managing partner at [Inflexion Interactive](#), Hoboken, NJ.

“It has the potential to go viral and solicit much review and comment, which will provide additional viewership and exposure,” he said.

“The video reminds me of recent music videos by artists such as Justin Timberlake that inspire fans to interpret the meaning by adding comments and spreading via social media.”

Mr. Delea is not affiliated with Dior, but agreed to comment as an industry expert.

Dior did not respond by press deadline.

Stripes or solids

The three-minute and thirty-second video takes consumers to the world of Dior recreated in a pool hall.

The video begins with a man walking up to a pool table and adjusts the rack before he breaks it, while a capalla singing begins to play in the background.



Video still

Then, it cuts to a few men sitting down and zooms around one man to show his stoic expression. It zooms in on his face as the singing is joined by music and someone leans in to whisper in his ear.

Next, the music continues as the men go about taking turns in the game of pool.

The men begin speaking, but seem to not necessarily be speaking to each other since not all speak in the same language.

One asks, “What brings you here?” Then, one answers, “For me, it was all about the speed of light,” and another says, “Me, it was the astronomy and the stars.”

The last player answers, “It was my love for the planet that made me want to travel.”

After they have all answered, the video then goes back to a wider shot of the main man as he is still sitting in the chair and looking longingly into the distance. The other men sit still while they each take their turn at the game of pool.

The video comes to an end as two men are sitting in the main room together, the one gets up and leaves the other to continue sitting and looking longingly at nothing as the screen goes black.

Embedded Video: [//www.youtube.com/embed/5MpWO8O2dTY?
list=PL1BC1B82A424FE06A](https://www.youtube.com/embed/5MpWO8O2dTY?list=PL1BC1B82A424FE06A)

The Players

Although the video is abstract, it shows of the new collection in a way that maintains the brand’s voice and will likely encourage viewers to think about the meaning behind the

video.

“This video is definitely a classic reference that signifies not only sophistication, but connection,” said Suzanne Hader, head of digital strategy at [SelectNY](#), New York.

“It is very esoteric and artistic, which is appropriate for a luxury brand, and the setting is very sophisticated,” she said.

“The actors carry a sultry, suave individuality that resonates well with Dior.”

Film fanatics

The label has used a number of short films to show off new collection in creative means.

For instance, Dior broached its fall collection through a television commercial, social media and other digital promotions that show models frolicking in a mysterious garden while wearing the new apparel.

The label seemed 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 ([see story](#)).

In addition, 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 magical qualities ([see story](#)).

However, the newest video takes a darker tone than the other ones and conveys a more dramatic and emotional story.

“The lighting is so dark and moody that the detailing is hidden, yet softly revealed when it catches the light,” Ms. Hader said.

“From the glimpses of contrasting black-and-white, to the seductive yet futuristic red lines and eerie music, the video brings two ideas together: the collection's classic modern tailoring infused with a futuristic, exploration theme,” she said.

Final take

Erin Shea, editorial assistant on [Luxury Daily](#), New York

Embedded Video: [//www.youtube.com/embed/WgO0D86Ctck](https://www.youtube.com/embed/WgO0D86Ctck)

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.