

INTERNET

Dior balances heritage, botany in skincare range promotion

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By JEN KING

French atelier Christian Dior is using its digital magazine to build awareness for its Dior Prestige skincare products as the winter months begin to take their toll on the skin of enthusiasts.

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Luxury Daily

Dior's DiorMag is an online magazine synced to the fashion house's Web site where enthusiasts can be kept up-to-date on products, news and events. Rather than crafting a far reaching campaign, Dior's use of its digital magazine allows the brand to target its core consumers who may already be fans of Dior Prestige skincare products.

"Dior continues to share the creation process of its products, an absolute must in a competitive category shared between pure technology, and the arts and science of natural both in the premium market," said David Benattar, CEO of [Antebellum](#), New York.

"The 'enfleurage a froid' video shows the art and science of Dior products, with the critical twist of the Made-in-France quality," he said.

"With this video, Dior is also branding its Rose de Granville as the secret sauce that becomes the Intel inside of its campaign. It's about ingredient origins and production science delivering brand mystique."

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

Dior did not respond before press deadline.

A rose by any other name

Dior began promotions for its Prestige skincare on its Facebook. The brand shared a short description of its product, explaining that it is an “exceptional age-defying” skincare product for delicate skin.

The first post includes a link to DiorMag where consumers can learn more about the product. Dior’s post also featured four images: the product set in front of a large pale pink rose bud, the profile of a woman breathing in the scent of a rose, a cluster of rose buds and a silhouette of a flower with drops of dew radiating from its center.



Dior Prestige skincare

A click on the link brings the consumer to DiorMag’s editorial content. Consumers learn that nine years of scientific research were dedicated to Dior Prestige.

Dior Prestige’s main components are the “wild and particularly hardy” roses from Christian Dior’s garden, Le Nectar de Rose de Granville, at his home in Normandy, France. Connecting the product’s origin to Mr. Dior keeps his spirit alive in the brand.



Rose de Granville

The article features an extended photo gallery that builds off the images shared on Dior's Facebook.

Dior takes its coverage of the Dior Prestige skincare range with a second DiorMag article accompanied by a five-minute video that takes the viewer to Mr. Dior's villa in Granville and his garden, Le Nectar de Roses de Granville.

The "Les Jardin Dior" video begins with panoramic views of the cliffs of Normandy and Mr. Dior's cliff-side villa interchanged with softer shots of pale pink roses. Les Jardin Dior features Patrice André, Dior's ethnobotanist, who explains that the roses used in Dior Prestige were cultivated solely for cosmetic purposes.



Mr. Dior's Normandy villa, still

Mr. André continues to explain how the roses used were bred with the same qualities of a resilient species living on the Normandy cliffs. As Mr. André narrates, the video shows gardeners in rose beds, the coast of Normandy and other shots of local nature.

The video also includes commentary from rose breeding manager Jérôme Rateau who explains the creation of the Rose de Granville further. The roses used are entirely organic and are free of fertilizers and pesticides.

Next the viewer leaves the rose garden and is brought inside a modern building to see the frozen Rose de Granville buds as they begin the process of becoming the nectar used in Dior Prestige as explained by Laure Pasquier, phytochemistry manager at Dior.



Frozen Rose de Granville buds, still

To conclude Mr. André notes that Dior has been working on future projects that include the nectar of the Rose de Granville.

Embedded Video: [//www.youtube.com/embed/GB5G8iuU7Ms](https://www.youtube.com/embed/GB5G8iuU7Ms)

The Dior Gardens - Rose de Granville

The science behind luxury

In the past, Dior has relied on science to show the benefits behind its skincare products.

For instance, the brand generated interest in its One Essential skin care line through its Beauty Chronicles campaign that highlighted the product line and offers information. Dior's

multi-faceted approach pairs a series of social videos along with content explaining the harmful effects the environment and stress has on skin to promote the benefits of its One Essential products ([see story](#)).

Similarly, Chanel advertised its skincare line through a video series featuring the return of previous brand ambassador, actress Diane Kruger, as well as other digital content on the brand's Web site.

The Web site gives affluent consumers a chance to buy and receive skincare tips online while the video searches for beauty's origins with the help of Ms. Kruger ([see story](#)).

Linking DiorMag to the brand's Facebook page helps to catapult the information beyond devout fans.

"Dior has more than 12 million Facebook fans and its Web site is one of the most trafficked destinations among luxury brands," said Arthur Vallin, creative director at Antebellum, New York. "The brand is exposing qualified viewers with existing awareness to an efficacious marketing message.

"With this video, Dior is reinforcing perception but is also empowering fans with a seductive message that becomes an excellent reason for word of mouth, thus delivering the desired awareness build," he said.

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/kzjB4dAeG0M](http://www.youtube.com/embed/kzjB4dAeG0M)

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