

INTERNET

Dior introduces fragrance using fairy tale cues

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By JEN KING

French atelier Christian Dior is promoting its Hypnotic Poison Eau de Parfum with a darker campaign than what consumers familiar with the brand's feminine codes might expect.

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Positioned with the fabled forbidden fruit, Hypnotic Poison Eau de Parfum's campaign works to show Dior's femininity in a more sultry light. Dior will likely see an increase interest in this fragrance due to its Valentine's Day week launch as female consumers shop to impress.

"Myths and fairy tales have evocative power built in our collective consciousness," said David Benattar, CEO of [Antebellum](#), New York. "They've been used historically and successfully by luxury brands.

"One can think about Hermès and Cinderella, Cartier and the animal kingdom," he said. "They help build the bridge between childhood and adulthood.

"They have this multi-faceted complexity and universal recognition force that a modern celebrity could have, at a lesser cost."

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

Dior was unable to comment before press deadline.

Seductive scents

New to Dior's Poison range of fragrances, Hypnotic Poison Eau de Parfum is being promoted on the maison's Facebook and Twitter to increase exposure among enthusiasts.

The campaign image posted to announce the fragrance shows a model with dark nail polish holding a bottle of Hypnotic Poison Eau de Parfum as if it were a fruit. With dark undertones, the bottle is presented as mysterious and captivating similar to the forbidden fruit seen in fairy tales such as Snow White.



Dior included a link to its posts on Facebook and Twitter to direct consumers to its DiorMag section of its Web site. A click-through opens to an article dedicated to Hypnotic Poison Eau de Parfum with a campaign video and accompanying editorial content.

Presented as breaking news on DiorMag, consumers first encounter the prompt to watch the campaign's short video. Dior's video begins with the model from the still image running her fingers along an unseen object.

The next frame shows a subtle shadow surrounded by billowing red silk that gives way to show an up-close view of Hypnotic Poison Eau de Parfum's label. Billowing silk appears in various red and pink hues with the outline of a woman becoming more apparent as the fabric moves.



This is followed by purple silk that moves from the center of the screen outward to create a flower that ripples with movement. As the silken flower appears in more definition, a large bottle of Hypnotic Eau de Parfum is seen moving toward its center.

Dior's video concludes with the fragrance bottle seen in the campaign model's hands. The ending frame is the same as the still image from its social media posts.

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

Dior Hypnotic Poison Eau de Parfum - The Film

Below the campaign video, consumers can read more about the fragrance's notes and Dior's exclusive perfumer François Demachy's need to "celebrate difference" through scent by "play[ing] on absolutes."

Dior Hypnotic Poison Eau de Parfum has notes of sambac jasmine, orange flower, tonka bean, vanilla and licorice to give the fragrance a seductive and bold scent. The juice's bottle is tied with a leather strip around its neck and sealed with wax to replicate the traditional signature of Dior haute parfumerie.

Living scents

When composing a campaign video for fragrances, luxury marketers should try to capture a lush atmosphere.

For example, Italian fashion house Dolce & Gabbana promoted its The One fragrance with a multi-layered print and film approach that exudes a glamorous lifestyle to target affluent consumers.

After building anticipation for the film with three teaser videos, the full version of the "Street of Dreams" television commercial, directed by filmmaker Martin Scorsese, was released Nov. 6 ([see story](#)).

An appropriate brand ambassador can also help bring these lifestyle qualities to life.

For instance, French label Christian Dior increased the exposure of its new men's fragrance Dior Homme through extensive social media content featuring brand

ambassador and actor Robert Pattinson.

The announcement of Mr. Pattinson as the face of the brand's fragrance has driven much attention to the campaign due to the anticipation arising from his own fan base ([see story](#)).

Although Dior's codes align with feminine symbols, some enthusiasts may be attracted to the new mysterious image.

"Darkness and sexuality are no strangers to fashion advertising," Mr. Benattar said.

"Remember the impact of the 2001 Yves Saint Laurent's Opium campaign featuring model Sophie Dahl, shot by Stephen Meisel under the direction of Tom Ford?

"Ultimately, it's about crafting suggestive, evocative imagery that reflects the complex quality of the products."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

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