

INTERNET

Dior abides cosmetic trends with Diorskin Nude Tan expansion

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By JEN KING

France's Christian Dior is sharing its beauty secrets with enthusiasts by providing tips to achieve curated looks using the maison's Diorskin Nude Tan powder.

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Available for the first time this season in a matte formula, Dior used its Backstage Makeup Mag to promote the Diorskin Nude Tan Matte powder where consumers can watch tutorial videos and learn more about the product line. When introducing a new product to an established line, beauty makers can benefit by tying in additional information about the collection as a whole to attract current users and curious consumers.

"Dior treats its Facebook friends as privileged insiders that get special access to content and experiences," said David Benattar, CEO of [Antebellum](#), New York.

"This just is smart community management," he said.

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

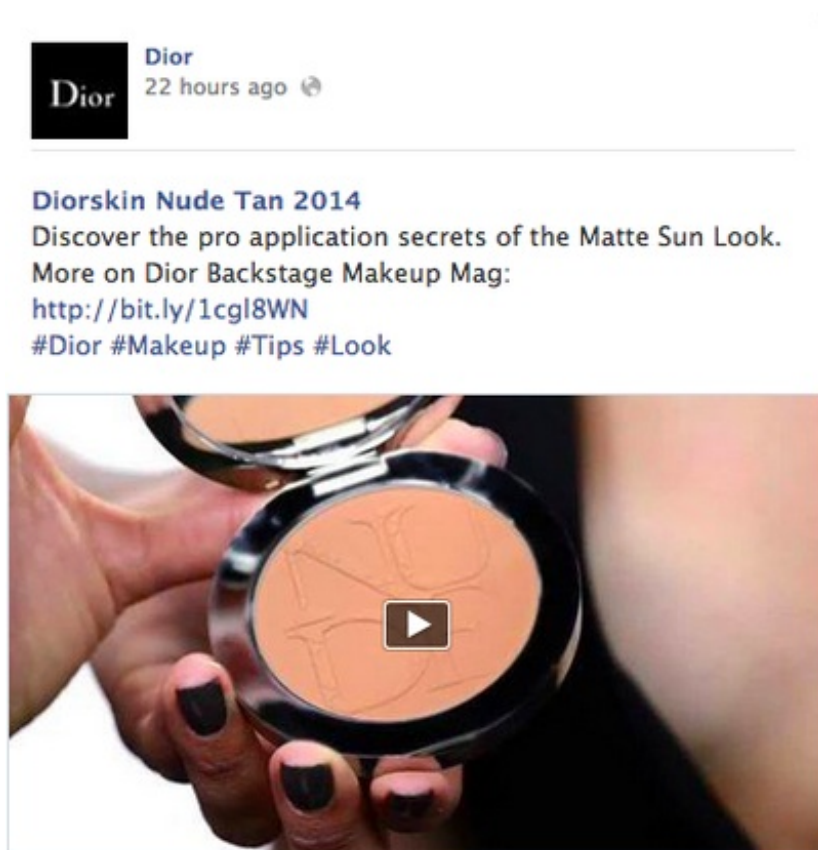
[Dior](#) did not respond by press deadline.

Sunkissed skin

The maison did not outwardly introduce Diorskin Nude Tan Matte as a new product but

rather promoted the range as a whole including the iridescent and natural formulas in its social media posts. As beauty trends change, it is important for brands to continually offer product variations.

On Facebook, Dior promoted the Diorskin Nude Tan powders as a way to achieve a healthy glow in one post, while a second piqued consumers' interest with a tutorialized video and text that read "Discover the pro application secrets," causing the consumer to feel in-the-know by watching. Each post included a link to Dior's Backstage Makeup Mag where the consumer can explore the collection further.



Dior's Diorskin Nude Tan Facebook post

By following the link, the consumer is greeted by the campaign image of two models dressed in black swimwear. Below the image, Dior included paragraph highlighting the Nude Tan powders' inspiration: the 1948 "resort and spring" collection designed by Christian Dior and a winter escape to warmer weather.



Range of Diorskin Nude Tan powders

The section continues with two separate looks achieved by applying Nude Tan powder. Dior's international makeup artist, Violette, demonstrates the appropriate way to apply not only the Nude Tan powder, in matte or iradencet, but foundation, eye makeup and polish to create a sculpted Matte Sun or Iridescent Sun look.

Embedded Video: [//www.youtube.com/embed/JDRuP2XNBQ8](http://www.youtube.com/embed/JDRuP2XNBQ8)

Diorskin Nude Tan - Matte Sun look

Dior's Backstage Makeup Mag continues with the Diorskin Nude Tan campaign video featuring the pair of models seen at the top of the entry. In the 45-second film, a powder compact appears from the sand as the models lay out in the sun. In some scenes they are holding Nude Tan powders while in others the compacts move on their own.

Embedded Video: [//www.youtube.com/embed/c8T-BvCDiSg](http://www.youtube.com/embed/c8T-BvCDiSg)

Diorskin Nude Tan 2014

Below the campaign video, consumers can pick from the new Diorskin Nude Tan matte, Nude Tan light or the original Nude Tan to find out more about each powder. Also, there is a section titled "Which is the best shade for you?" that shows the consumer all available shades of Diorskin Nude Tan powders.

New additions

Dior consistently uses its various branded magazine platforms to introduce consumers to new products. When introducing a product that is an add-on to an existing line, a content heavy approach may prove best.

For example, Dior expanded upon its iconic Miss Dior fragrance by adding Blooming Bouquet to the scent's lineage to welcome spring and jolt interest in the range.

To fete Blooming Bouquet, Dior welcomed back its Miss Dior ambassador, actress Natalie Portman. Due to the popularity of Miss Dior, introducing Blooming Bouquet with a campaign featuring longtime ambassador Ms. Portman will help maintain interest in the new fragrance ([see story](#)).

Although based on the same premise, Dior did not include the same level of content for other new debuts, but relied more on visual cues.

The label promoted its Hypnotic Poison Eau de Parfum with a darker campaign than what consumers familiar with the brand's feminine codes might expect.

Positioned with the fabled forbidden fruit, Hypnotic Poison Eau de Parfum's campaign works to show Dior's femininity in a more sultry light ([see story](#)).

Finding the perfect balance between text-based content and video campaigns is key to a strong digital initiative.

"The jury has spoken on this," Mr. Benattar said. "We now know that consumers prefer to consume short-form content online.

"It's a question of rapidity of access, fluidity and depth of experience, one click at a time," he said.

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/y3F1W8A-g4w](https://www.youtube.com/embed/y3F1W8A-g4w)

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