

INTERNET

Dior explores global flower sourcing with interactive map

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Longoza plant grown for Dior Capture Totale Dreamskin

By SARAH JONES

French fashion label Dior is taking consumers on a trip around the world to its gardens with a feature article on its Web site.

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Luxury Daily

Dior's online content delves deep into the process of growing the flowers for its various fragrances and cosmetics. Through this in-depth look at the process behind its raw ingredient sourcing for its beauty line, Dior is able to prove the inherent value of its products.

"Dior is giving fans an in-depth look at not only the quality, exotic ingredients within its fragrance line, but also at the care and craftsmanship that goes into production," said Megan Wintersteen, lead planner for social at **Huge**, New York.

"Mapping the flowers, in particular, is clever because it demonstrates a level of exclusivity and scarcity, the 'you can't get this just anywhere' that increases value," she said. "This is something we've seen before with many luxury products, and often is a way of selling the brand story to justify the expenditure."

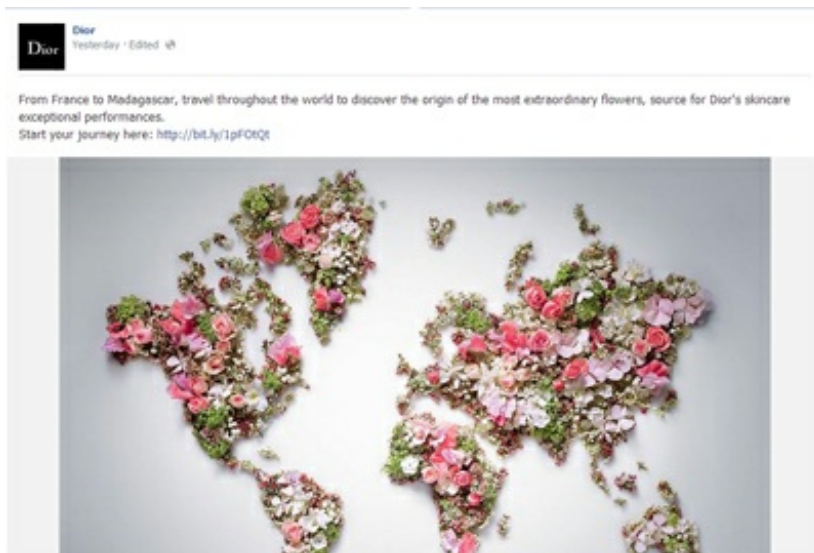
Ms. Wintersteen is not affiliated with Dior but agreed to comment as an industry expert.

Dior did not respond by press deadline.

World trip

Dior linked to its flower feature on social media. On both Facebook and Twitter Dior used the same image of a world map created out of pink flowers. However, the posts contained different copy to reflect the different platforms.

On Twitter the brand included a quote from the label's founder Christian Dior, telling of how flowers rank just after women on the divine scale. On Facebook the brand told consumers about the journey they could experience, from France to Madagascar.



Facebook post from Dior

When the page loads, footage of a garden filled with red buds automatically plays.



Dior Gardens article

As the consumer scrolls down, they arrive at text informing them of the connection between flowers and Dior, and the house's long use of them in its fragrances. Text below that tells of the Dior gardens around the world where the flowers are grown in pampered conditions for the fragrances.

Following that is a map that illustrates the global sourcing of flowers. Markers show the 11 gardens around the world, and as the consumer hovers over a pin on the map, a box pops up with the name of the garden and what type of flower it produces.

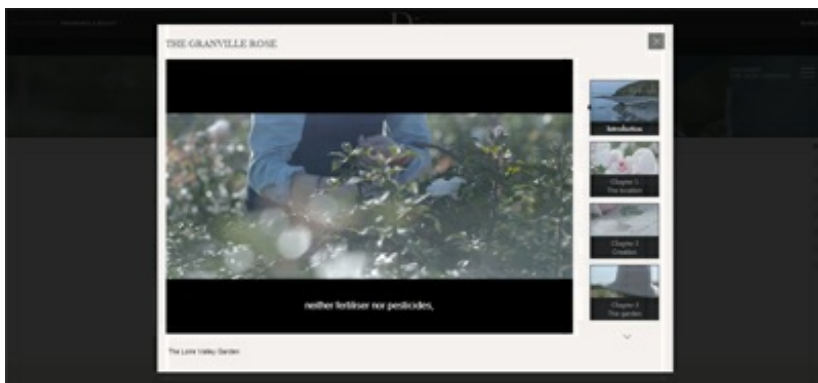


Dior Gardens article

Only two gardens have been published so far. If a consumer hovers over one of the published gardens, there will be an option to “discover.”

For instance, for the Loire Valley Garden, a new page opens with footage of people hand-picking Granville roses. Below the opening image is a video still with a play button. Clicking on this brings up a pop-up window of seven videos about the garden.

Through interviews with a Dior botanist and the manager of the garden as well as voiceover, consumers learn what makes these roses special and the meticulous process the house uses to grow them.



Dior Gardens Granville Rose video still

The steps shown in the video are reflected in the content down the page, with some of the videos embedded next to text and images so consumers have multiple ways to explore the media.

Dior includes at the bottom of the Granville Rose page an image of Dior Prestige, the skincare that uses the flower as a main ingredient.

Since only two gardens have been profiled, Dior has included a subscription box at the bottom of the home page for the article. This includes the copy “more gardens to come.” The email sign up enrolls consumers to get notified when the next garden is unveiled as well as sending them a preview of Dior news updates.



Dior Gardens email sign up

Content rich

Dior has previously used detailed article-style content to inform consumers of its cosmetic products.

Dior used its digital magazine to build awareness for its Dior Prestige skincare products as the winter months began to take their toll on the skin of enthusiasts.

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 allowed the brand to target its core consumers who may already be fans of Dior Prestige skincare products ([see story](#)).

Also, Dior educated consumers about its new Capture Totale Dreamskin product through a microsite that focuses on the "revolutionary" qualities of the product.

The microsite is broken down into categories, such as "Who," "How" and "Iconic," allowing users to click to learn more about a specific aspect of the product. By launching a product with so much content, the brand was able to support its messaging that the product is innovative, and capture the interest of consumers ([see story](#)).

For the avid Dior consumer, this will likely be attractive, but the brand may need to break down the content for consumer attention span.

"Although the execution is admittedly beautiful, both in terms of style and design, I think the content is perhaps too in-depth," Ms. Wintersteen said. "They essentially have 30 minutes of video for each flower/location segment, and we know that asking for more than 2 minutes of a user's time is asking a lot.

"Admittedly, luxury brands do have more leeway with long-form content, but this seems exceptionally lengthy given the specific subject matter," she said. "That being said, I think they also missed an opportunity to make the videos more interactive. Perhaps cutting down feature length and offering the viewer more options through choose your own or prompts could've been a way to keep users interested along the way.

"Additionally, I think they should have incorporated more short-form video and generally worked on making the content more digestible," she said. "I'm sure they'll be posting

updates on social channels as the locations continue to launch, but more bite-sized content would've given them more to work with from an editorial standpoint.”

Final Take

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