


Christian Dior

Paris



happiness is the secret to all
beauty. there is no beauty that
is attractive without happiness.
- christian dior.♥

PRESENTED BY:

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INTRODUCTION:

The Dior logo is displayed in a white serif font on a black rectangular background. The background of the slide features a dark blue gradient with faint, light-colored circuit-like patterns and lines.

- Started In 1946 by Christian Dior.
- Headquartered in Paris, France.
- 79,450 Employees.
- Biggest hit of today is fashion world.
- 3 main competitors are Chanel, Versace and Gucci.

INTRODUCTION:

The Dior logo is displayed in a white serif font on a black rectangular background. The word "Dior" is centered within the rectangle, with a thin white vertical bar to its right. The background of the slide features a dark blue gradient with faint, light blue circuit-like patterns and curved lines.

- Christian Dior (21 January 1905 – 23 October 1957) was a French fashion designer, best known as the founder of one of the world's top fashion houses, also called Christian Dior. His company Dior owns LVMH which also owns Louis Vuitton

DIOR MARKETING STRATEGY



- It operates through three companies: Christian Dior Couture (100% owned), Financiere Jean Goujon (100% owned) & and LVMH (42.5% owned).
- Christian Dior enjoys strong brand equity. Through its subsidiary LVMH, it has access to one of the strongest luxury brand portfolio. LVMH possesses a portfolio of over 60 prestigious brands including Louis Vuitton, Christian Dior, TAG Heuer, Fendi, Moet & Chandon, Sephora which gives it a competitive advantage.

SYMBOL OF ABSOLUTE PERFECTION:

ChristianDior

- Christian Dior, is going all out to reach its niche target market.
- The company's focus is clearly on popularizing the segment (Fragrance, make up and Skin Care).
- Dior has built its fame on Women's Fashions.
- Its target audience is anyone who has an extra ordinarily mixture of romanticism, feminism and modernity.

FRAGRANCE MEN:

Dior

Dior

Dior

WOMAN
FRAGRANCE
MAKEUP
SKINCARE

MAN
FRAGRANCE
SKINCARE

BEAUTY EXPERTISE

DIOR AND YOU
DIOR NEAR YOU
CONTACT

CATALOGUE

THE HOUSE OF DIOR
STORE LOCATOR
MORE DIOR
LEGAL TERMS

DIOR HOMME:



- Loyal to the spirit of the Dior brand, Dior Homme blends Tradition and modernity



FRAGRANCE WOMEN



Dior

Dior

WOMAN

FRAGRANCE
MAKEUP
SKINCARE

MAN

FRAGRANCE
SKINCARE

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ChristianDior

DIOR -MAKE UP

Dior

Dior

WOMAN

FRAGRANCE
MAKEUP
SKINCARE

MAN

FRAGRANCE
SKINCARE

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NEW
THE SMOKY
DIOR LOOK

> ALL LOOK PRODUCTS

> DIOR MAKE-UP RANGE

Face
Eyes
Lips
Nails



DIOR SKIN



Dior

CAPTURE
TOTALE

ONE
ESSENTIAL

Dior

ONE
ESSENTIAL

- > DISCOVER J'ADORE MYTH
- > WOMEN'S FRAGRANCE ESSENTIAL COLLECTION
- > DISCOVER THE PRODUCT
- > WOMEN'S SKINCARE RANGE

BRAND IDENTITY PRISM:

Physique

Exclusive
Creation, Quality

Personality

Elegant, Conservative

Relationship

Social
distinctiveness,
status

The Christian Dior logo is centered within a white rectangular box, which is itself centered within a blue hexagonal frame. The logo text is in a classic serif font, with 'Christian' and 'Dior' joined together.

Culture:

Classicism, Historical
rememberence

Reflection

High Income Women, Elegant with
a social position.

Self image:

I am elegant & distinctive,
traditional.

SWOT ANALYSIS:

• Strength:

- Strong luxury brand name and image
- Strong presence over numerous luxury avenues across the world
- Increasing vitality of its emblematic product lines .
- Strong innovative and high-end savoir- faire

• Weakness:

- Presence in a limited market.
- Low revenue and presence in Latin and South America.
- Replicas create a problem to brand identity.






- Opportunity:

- Developing the e-commerce .
- Expanding in emerging markets
- Focusing on green initiatives .
- Increasing technological innovation investments.

- Threats:

- Tough existing competition.
- Increasing number of new designers.
- Sales lost on its leading customer group.
- Counterfeiting,



THANK—
YOU