

# GENERAL PR STRATEGY



# DIOR

2024

# EVENT

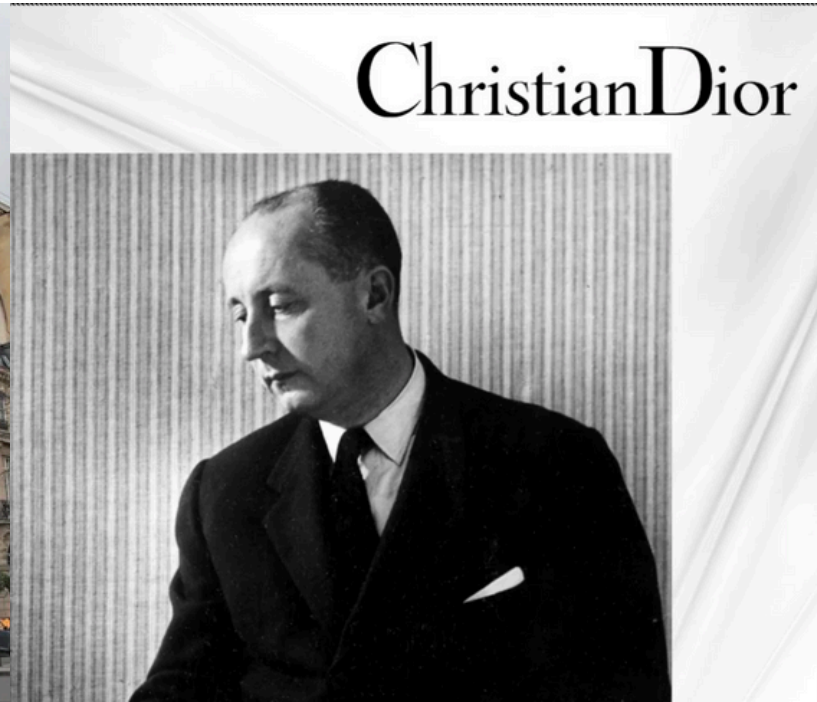
Braklin PR Strategies proposes that Dior host a Gala and party at Dior's headquarters in Paris, France. This Gala, Elegance Everlasting, will take place at the end of summer, September 7th, 2024, inviting affluent, high-society women, fashion designers, celebrities, influencers, and wholesalers. This event will combine extravagant and chic imagery, educate consumers, and capture the essence of Dior's background and history.

At the lavish entrance of Dior's headquarters, it is decorated with Dior's iconic symbols, flowers, and a luxurious red carpet. Guests will be greeted and photographed by professional photographers who capture guests arriving, with attendees encouraged to share their moments on social media using event hashtags (#EleganceEverlasting #DiorGala). Following the entrance, there will be a chic cocktail reception. Signature cocktails will be served: bespoke cocktails inspired by Dior fragrances, with gourmet canapés created by a renowned chef and live entertainment that engages guests with music from a stylish jazz band or solo pianist playing contemporary and classic French tunes. Following the reception, there will be an exclusive fashion show with an interactive design experience called Runway Extravaganza, where we Showcase Dior's latest collection on an opulent runway set, emphasizing the brand's creativity, elegance, and luxury. To integrate the guests, we will use augmented reality screens to enhance the storytelling of each design piece with virtual backgrounds.

At this party, we will invite affluent, high-society women, fashion designers, celebrities, influencers, and wholesalers, giving them an engaging and memorable experience. We will provide a private, exclusive lounge for celebrities, high-profile influencers, and designers to relax, network, and share their gala experiences on social media.

As a luxury brand, we aim to provide a luxurious experience by promoting Dior's latest collection and engaging influencers and designers while showcasing the brand's rich history. Strengthen relationships with key wholesalers and boost influencer-driven marketing engagement. Elegance Everlasting is designed to immerse guests in the opulence and creativity that define the Dior brand. By engaging high-profile individuals and offering an unparalleled, interactive luxury experience, this event will reinforce and elevate Dior's position within the high-fashion landscape.

# EVENT INSPO



For media inquiries, please contact:  
Braklin PR Strategies  
[media@braklinpr.com](mailto:media@braklinpr.com)

**BRAKLIN  
PR STRATEGIES**

# COLLABORATIONS

**To:** Maria Grazia Chiuri: Creative Director- House of Dior

**Subject:** Proposal - A Homage to Charles Frederick Worth

## **Collaboration: A Homage to Charles Frederick Worth**

Dior, a name synonymous with elegance and luxury, stands as a testament to the enduring legacy of haute couture. The House of Dior, much like the pioneering spirit of Charles Frederick Worth, has consistently redefined the boundaries of fashion. We propose a collaborative collection that pays homage to Worth's seminal contributions, while simultaneously projecting Dior into a contemporary yet timeless realm.

Charles Frederick Worth is undeniably the architect of modern fashion. His innovative concepts of seasonal collections, the importance of fit, and the elevation of the designer to artistic status laid the foundation for the industry as we know it today. Dior, in its essence, is a direct descendant of Worth's vision. A collaboration would be a full-circle moment to honor the progenitor of haute couture while reinforcing Dior's position as a global fashion leader.

While the House of Worth has transformed, its name still resonates with a certain allure. A partnership between Dior and the Metropolitan Museum of Art, home to select antique, one-of-a-kind Worth collection pieces, could offer an exceptional opportunity to introduce a new generation of fashion enthusiasts and ignite the spirits of fashion connoisseurs. Collaborating with Dior would offer the museum a platform to reassert its position in the haute couture landscape.

We propose a capsule collection that encapsulates the essence of Worth's designs, reinterpreted through Dior's contemporary lens. This could include:

- Reimagining iconic Worth silhouettes: Modernizing classic Worth designs to appeal to contemporary consumers.
- Incorporating Worth's signature elements: Using specific fabrics, colors, or motifs associated with Worth's work.
- Joint marketing campaign: Creating a campaign that highlights the historical significance of the collaboration and the timeless appeal of both brands.

The target audience for this collaboration would be a blend of existing Dior clientele and individuals with an appreciation for fashion history. This includes:

- Affluent consumers with a taste for luxury and heritage.
- Fashion enthusiasts interested in haute couture and historical fashion.
- Collectors and connoisseurs of fashion.

The potential impact of a collaboration between Dior and the Metropolitan Museum of Art could entail the beginning of a cultural event. It would generate significant media attention, positioning Dior as a brand deeply rooted in fashion history while also introducing a new generation to the legacy of Charles Frederick Worth. This collaboration has the potential to create a limited-edition collection that becomes highly coveted among collectors and fashion aficionados.

To initiate this collaboration, we propose a meeting with representatives from Dior and The Metropolitan Museum of Art to discuss the concept in more detail. We believe this partnership has the potential to create a truly exceptional collection that honors the past while looking toward the future.

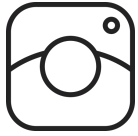
We look forward to the opportunity to work with Dior on this exciting project.

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# DIOR SOCIAL MEDIA STRATEGY



**46.4M**



**19M**



**8M**



**9.2M**

## DIOR SOCIAL NOW

Dior utilizes various channels to display merchandising imagery, influencer product engagement, current collections, and highlight Dior products in pop culture. In copy, Dior's brand voice features lush, luxurious imagery and aspiration ease to highlight the craftsmanship of the products and create a confident and high-end look and feel. The brand's creative director, Maria Grazia Chiuri, also uses Instagram for more personal Dior content, like highlighting the Dior Haute Couture dress worn by Celine Dion at the 2024 Olympic Opening Ceremony. Dior's Instagram has the highest consumer engagement, as it integrates the brand's luxurious fashion photography into every message and showcases the products. Facebook and Tiktok have been effective at utilizing short-form video content to encourage engagement but have yet to see significant vitality due to the app's user demographics, which skew younger. X/Twitter is used as an avenue for breaking news and messages from the company's strategists. The content is special and well-done, but the sporadic scheduling and content of the posts, which come every couple of hours, create a high-octane social media experience that may be incongruous with the brand image.

# MEDIA STRATEGY RECOMMENDATION

## GOOD ELEMENTS

- State-of-the-art and boundary-pushing fashion photography
- Highlights celebrity relationships well, sharing their photos and responding to their comments effectively.
- Creates viral collaborations and moments like the Dior ping-pong paddles to drum up engagement.

## TO BE IMPROVED

- There is a lack of interactive content, where users and buyers can engage dynamically.
- Disunited social media aesthetic and sporadic posting schedule due to the wide breadth of content.
- Does not frequently share and encourage user-generated Dior content to increase the audience's connection to the brand.

## RECOMENDATIONS

- **Platform-Specific Content:** Dior should customize content for each platform, leveraging Instagram for high-quality visuals and Stories, Twitter for real-time updates and customer engagement, TikTok for creative and trendy short-form videos, and Facebook for longer-form content and community building. This approach ensures content is tailored to the audience and features unique to each platform.
- **Interactive Features:** Utilize interactive elements like polls, quizzes, and live sessions to engage followers actively. Instagram Stories, Facebook Live, and TikTok challenges can foster real-time engagement and encourage followers to interact with the brand.
- **User-Generated Content:** Encourage followers to share experiences with Dior products and feature their content on Dior's social media pages. This builds community and loyalty, as the brand recognizes and values followers.
- **Unified Visual Aesthetic and Organized Posting Schedule:** Be deliberate about posting within a unified aesthetic to ensure brand recognition and create a polished, professional look that resonates with Dior's luxurious image and increase posting consistency to keep followers engaged and informed, while also maximizing reach and visibility on each platform's algorithm.

# CONTENT CALENDAR

## September 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 <ul style="list-style-type: none"> <li>Announce upcoming and exclusive Gala</li> </ul>	3 <ul style="list-style-type: none"> <li>Behind-the-scenes look at the new collection photoshoot</li> </ul>	4 <ul style="list-style-type: none"> <li>Showcase rare pieces from the Dior archives, providing exclusive glimpses into the brand's history.</li> </ul>	5 <ul style="list-style-type: none"> <li>Short, trendy video featuring a popular Dior product</li> </ul>	6 <ul style="list-style-type: none"> <li>Welcome Gala Participants</li> </ul>	7 <ul style="list-style-type: none"> <li>Elegance Everlasting Gala, Paris, France</li> <li>Instagram Live: Showing Gala</li> </ul>
8 <ul style="list-style-type: none"> <li>Create engaging tutorials featuring Dior makeup and skincare products.</li> </ul>	9 <ul style="list-style-type: none"> <li>Recap of Gala</li> <li>Offer style advice and outfit inspiration using Dior pieces.</li> </ul>	10 <ul style="list-style-type: none"> <li>Long-form article about the history of Dior's iconic fragrance</li> </ul>	11 <ul style="list-style-type: none"> <li>Engage with the audience through interactive content.</li> </ul>	12 <ul style="list-style-type: none"> <li>Live Q&amp;A session with a Dior makeup artist</li> </ul>	13 <ul style="list-style-type: none"> <li>Offer exclusive prizes to increase engagement.</li> </ul>	14 <ul style="list-style-type: none"> <li>Host live shopping events featuring product demonstrations and expert advice.</li> </ul>
15 <ul style="list-style-type: none"> <li>Highlight partnerships with artists, designers, or other luxury brands.</li> </ul>	16 <ul style="list-style-type: none"> <li>Allow customers to virtually try on makeup and accessories.</li> </ul>	17 <ul style="list-style-type: none"> <li>Partnership with a renowned fashion influencer</li> </ul>	18 <ul style="list-style-type: none"> <li>Dior Day in Life</li> <li>Offer exclusive looks into the creation process of Dior haute couture.</li> </ul>	19 <ul style="list-style-type: none"> <li>Duet challenge featuring Dior's latest lip color</li> </ul>	20 <ul style="list-style-type: none"> <li>Announce and promote upcoming product launch</li> </ul>	21 <ul style="list-style-type: none"> <li>Encourage fans to share their Dior looks using a branded hashtag.</li> </ul>
22 <ul style="list-style-type: none"> <li>Highlight the legendary women who have represented Dior, from Grace Kelly to Charlize Theron.</li> </ul>	23 <ul style="list-style-type: none"> <li>Dior's 2024 most purchased items</li> </ul>	24 <ul style="list-style-type: none"> <li>Highlight Dior's sustainability initiatives</li> </ul>	25 <ul style="list-style-type: none"> <li>Showcase Dior's runway collections with behind-the-scenes footage and exclusive looks.</li> </ul>	26 <ul style="list-style-type: none"> <li>Teaser for the upcoming Met Gala look</li> </ul>	27 <ul style="list-style-type: none"> <li>Highlight celebrities wearing Dior on red carpets and in everyday life.</li> </ul>	28 <ul style="list-style-type: none"> <li>Create festive and magical campaigns for holidays like Christmas,</li> </ul>
29 <ul style="list-style-type: none"> <li>Create visually stunning campaigns for different seasons, incorporating relevant themes.</li> </ul>	30 <ul style="list-style-type: none"> <li>Build anticipation for exclusive product launches with countdown timers and teasers.</li> </ul>					

- Instagram
- TikTok
- Facebook
- Twitter
- Events