

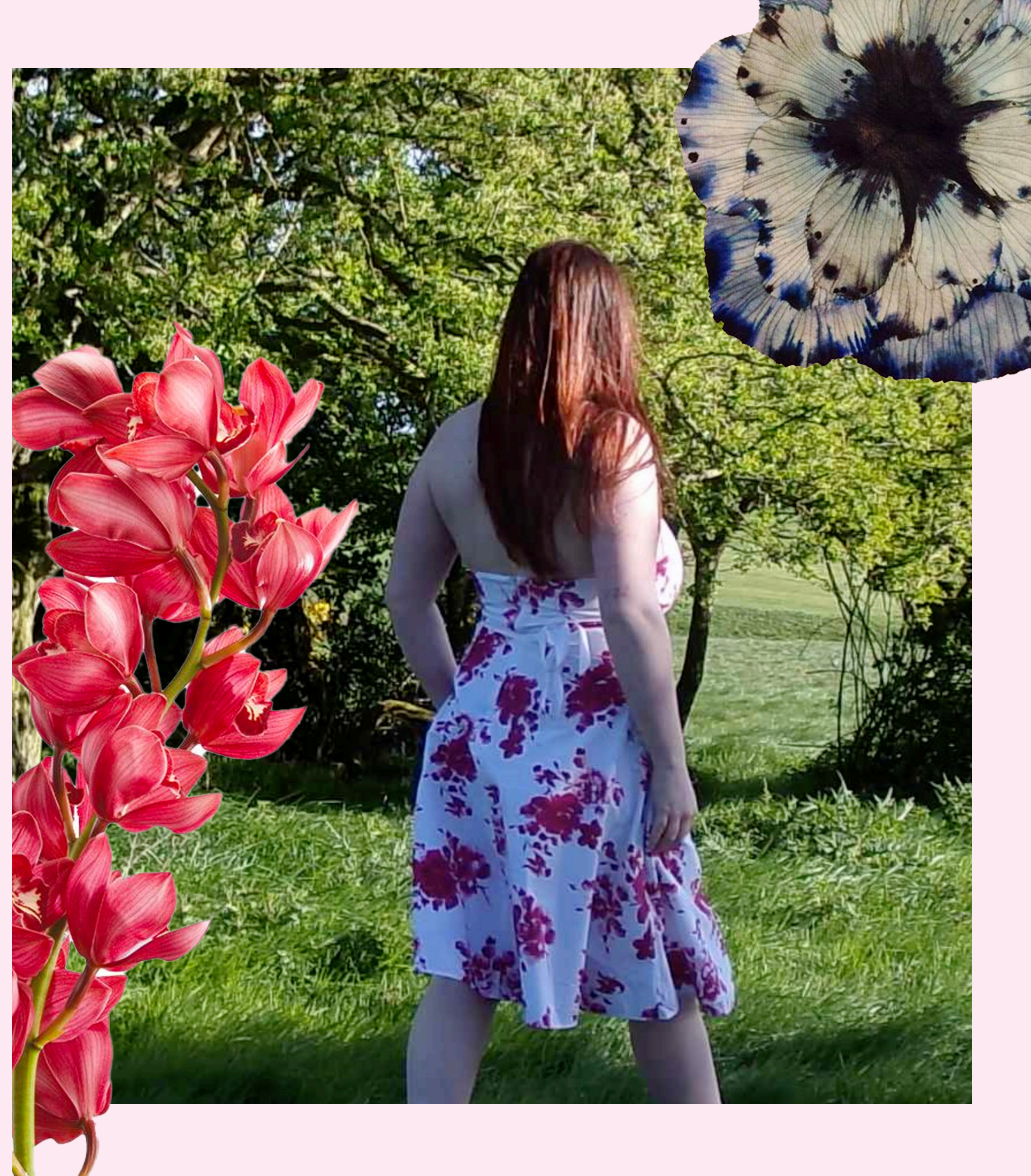
FASHION PROMOTION CAMPAIGN

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21347079

L6 Fashion Promotion

Approx. 3,200 words



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DIOR

*“WHATEVER YOU DO – WHETHER FOR
WORK OR PLEASURE – DO IT WITH
PASSION! LIVE WITH PASSION.”*

- Christian Dior -

The house of Christian Dior was founded in Paris by Christian Dior in 1946, with the first collection displayed in 1947 (Sowray, 2012). It is a successful luxury brand with multiple store locations around the world, famously known for revolutionising womenswear after the second World War (Highsnobiety, 2024).

The brand’s DNA is embedded with creativity and innovation, working with highly skilled artisans and creating pieces of art in fashion. The timeless identity of Dior is continuously revisited when designing new collections, alongside the fashion of tomorrow (LVMH, 2024) .

Christian Dior’s love of flowers is reflected throughout multiple collections, such as silhouettes replicating that of a flower, and fragrances being majorly made of floral ingredients (Carreon, 2021). The house’s current creative director, Maria Grazia Chiuri, ensures that botanical elements are maintained throughout Dior’s image and aesthetics (Tyler, 2020).

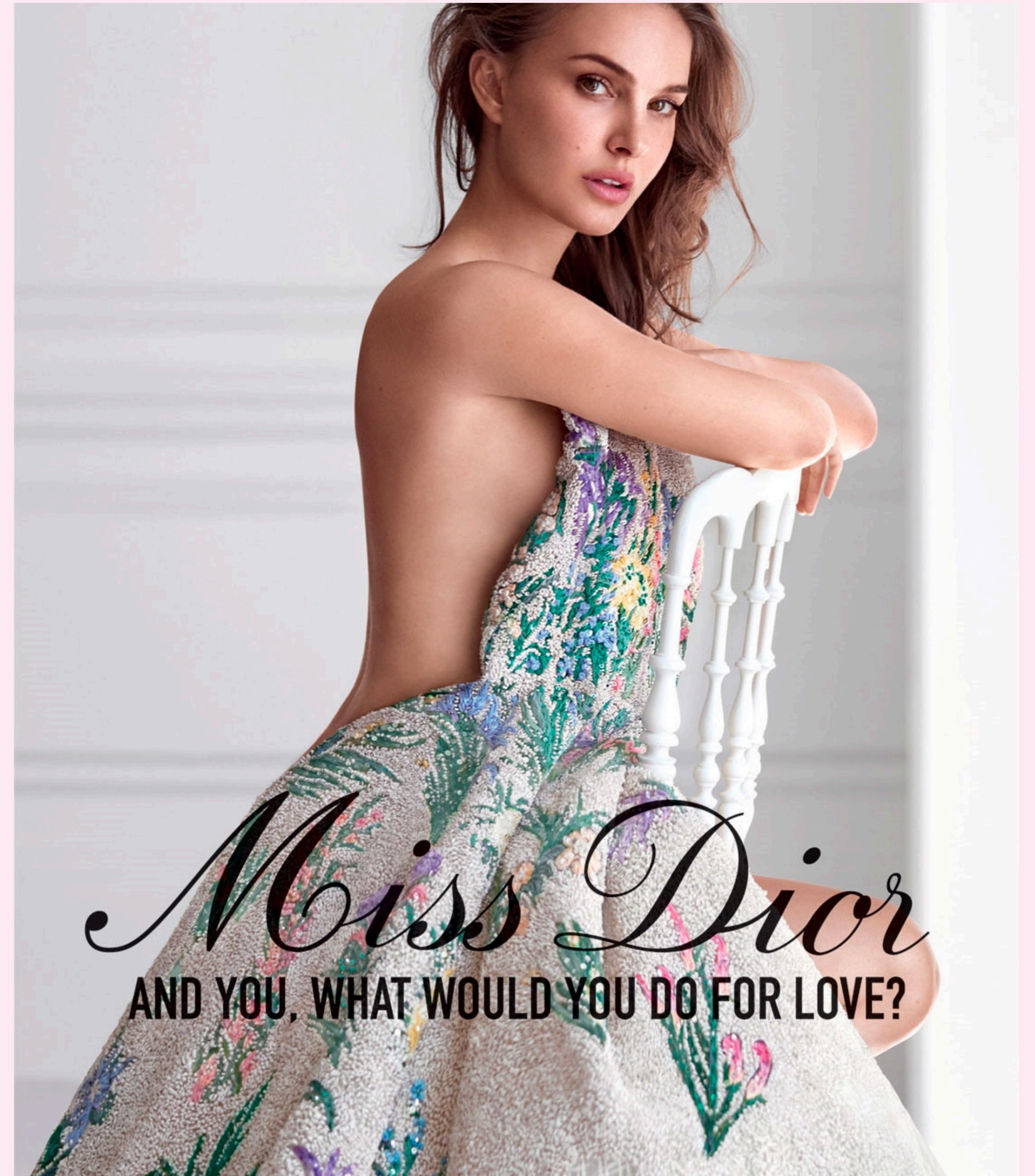


Fig 1. Natalie Portman for Dior

Fig 2 - 13. Dior moodboard



*BRAND
POSITIONING
MAP*

LOW PRICE

HIGH PRICE

HIGH QUALITY



Dior



MICHAEL KORS



ZARA

H&M

LOW QUALITY

SWOT ANALYSIS

STRENGTHS

- Worldwide recognition
- High quality craftsmanship (Dior, 2024)
- Celebrity marketing
- Regular advertisement across a broad range of channels
- Sustainable fragrance and packaging efforts (Dior, 2024)
- High variety of products offered

WEAKNESSES

- Lack of community
- Usage of hazardous chemicals (Good On You, 2022)
- Lacks evidence of minimising textile waste (Good On You, 2022)
- Cruel materials used (Good On You, 2022)
- Production is difficult to trace (Salinas, N/D)

OPPORTUNITIES

- Potential in developing markets (Bain & Company, 2023)
- Sustainable adjustments
- Transparent and traceable production (State of matter, 2022)
- Interactions with audience to build community (Morris, 2023)
- E-commerce upgrades

THREATS

- Counterfeits
- Conscious consumers (Fashion United, 2022)
- Cost of living crisis changing customer priorities (Milner, 2023)
- Over saturated industry (Tonti, 2024)
- Supply chain could be affected by political decisions including labor laws, tax, and military invasion. (Miller, 2024)



Fig 14 - 15. Dior counterfeits



5C ANALYSIS



COMPANY

Dior embodies Parisian heritage and haute couture, with innovation and creativity at the core of their excellence. Artisanal skills are appreciated by the brand, with an aim of timeless identity (LVMH, 2024).

CUSTOMERS

According to SimilarWeb (2024), 63% of Dior's website traffic are female and 36% are male. Millennials are Dior's main audience at the moment, with Gen Z growing - predicted to be the biggest spender by 2030 (Saunter, 2023).

COLLABORATORS

Dior Parfums with WWF to protect Jaguars. Restoring around 37,000 acres of natural corridors between Mexico and the US (Dior, 2024).

Celebrities such as Robert Pattinson and Natalie Portman (Instagram, 2024). Increasing engagement from multiple audiences.

HECTAR provides a training program for flower farming, with 60 students aimed to be trained in regenerative techniques by 2025 (Dior, 2024).

COMPETITORS

Competitors with sustainable efforts include Stella McCartney, Gucci, and Burberry (Good On You, 2024). These brands are becoming a threat due to the changing attitudes amongst customers, with preferences towards ethical options.

CLIMATE

A cost of living crisis worldwide, changing customer habits to become conscious (Office for National Statistics, 2024). Promotional aspects are vital for convincing and educating customers about Dior products (Poile, 2021).

Extreme weather changes that are predicted by 2030 can cause issues within the supply chain, such as transportation and material production delays (Saunter, 2024).

Experiential shopping (Gutierrez-rave Villalon, 2023), a need to invest in retail upgrades using technological advancements and aesthetics (Saunter, 2024).

Fig 16 - 20.
Dior 5C's

CURRENT CONSUMER

DEMOGRAPHICS

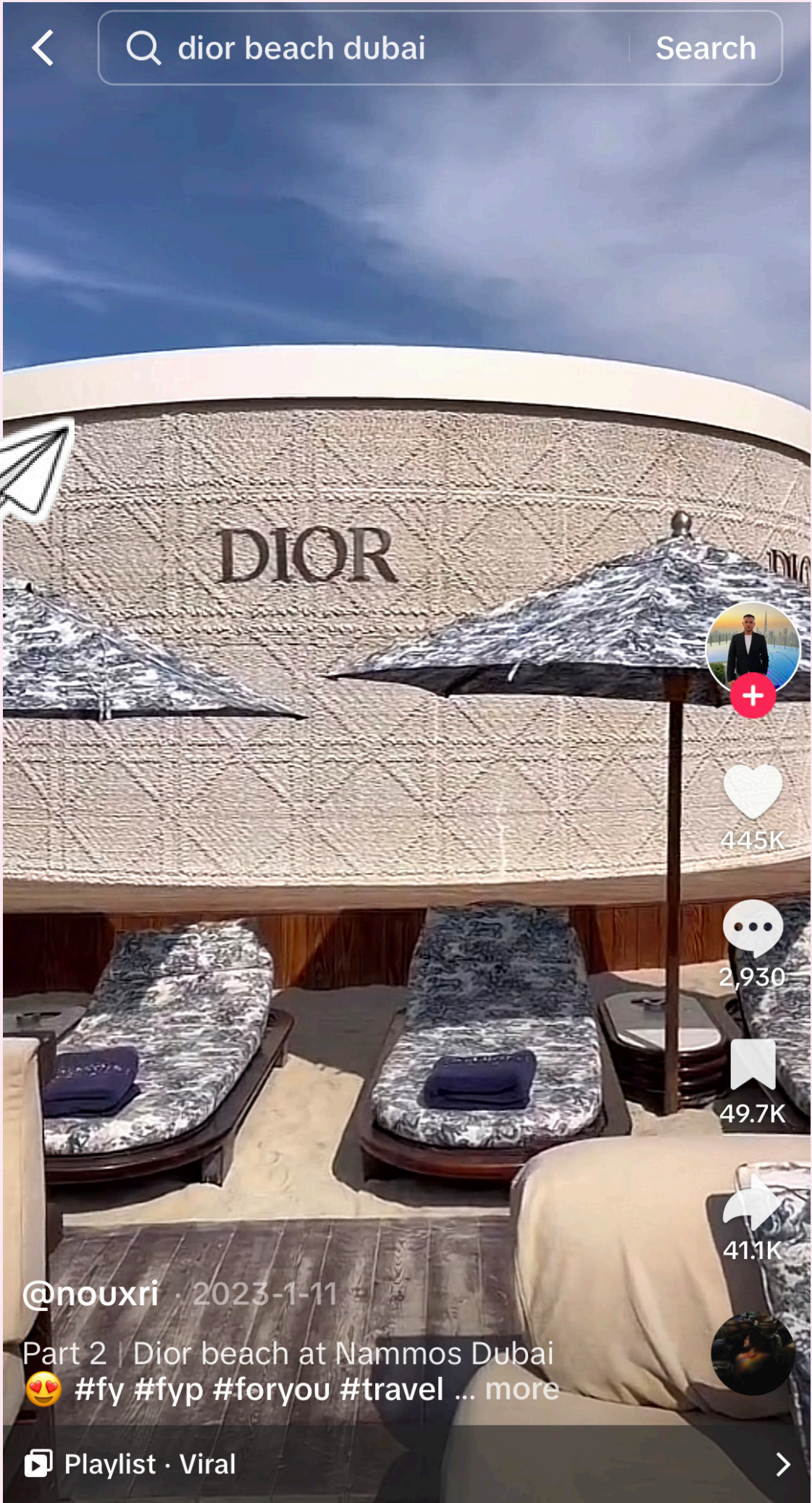
Dior’s website traffic shows that their current audience consists of a female, Millennial demographic, followed by emerging interest from Gen Z (Similarweb, 2024). A large number of luxury consumers are located in the United States, followed by countries within Asia such as China (Statista, 2024) and Korea (Similarweb, 2024). It is suggested that they live in well-developed cities and are earning a larger income from a high status job role (Yong, 2024).



Age percentages from Dior.com website traffic (Similarweb, 2024)



Fig 21 - 28. Consumer moodboard



UGC on TikTok of Dior at Nammos Dubai. 445K likes (@nouxri, 2023)

PSYCHOGRAPHICS

They enjoy to spend on unique experiences and holidays, staying in high ranking hotels (Bell, 2022). An example of this is Dior’s pop-up concept store at Nammos hotel in Dubai. This innovative pop-up consisted of branded sun beds and beach décor (Kent, 2023), as well as two stores made from natural materials - clay and sand that were constructed with 3D technology (Insider Lifestyle, 2022). Attention to this grew because of social media content (UGC) uploaded onto TikTok and Instagram.

Dior’s pricing suggests that customers seek exclusivity and quality (Bell, 2022). Because of this they are more likely to shop in-store rather than online, as customer service adds to the value of products and allows the customer to physically browse (Saunter, 2023).

Popular social media platforms for Millennials: Instagram, TikTok, YouTube and Facebook (Statista, 2023). Professionals are also highly active on LinkedIn (LinkedIn, 2024).

Fig 29. Vogue, 2021



The fashion industry is a large contributor to carbon emissions, material and water waste. 10% of greenhouse gases are caused by the fashion industry (Ro, 2020). According to the United Nations Environment Programme, one fifth of the 300 million tons of plastic produced globally is from the fashion industry (Bringe, 2021).

Overconsumption contributes to the increasing fashion waste, as high demand leads to more production and discarding of clothing. 350,000 tonnes of clothing is estimated to be in landfill every year in the UK (Ro, 2020).

Social media creates micro-trends, leading to cheap production from fast fashion brands. Resulting in shorter life cycles as quality is worsened. There are also poor work environments, with low wages and long shifts due to a lack of labour protection laws in multiple countries (Chomsky, 2024).

CHEMICAL DYES

It has been recognised by Good On You (2022) that Dior are using harsh chemicals to dye their materials, and have not made it clear whether they plan to reduce this usage in the future.

Dyeing is an important element of garment production because customers care for the colour of their clothing (Ranson, 2020). Fabric dyeing releases chemicals into waterways, which damages ecosystems and causes health hazards for the community (Cole, 2019). Factory staff are also exposed to the toxic chemicals (Conscious Fashion, N/D). As well as this, large quantities of water is needed to carry out the process, causing local communities to experience water scarcity (Conde Nast, 2024).

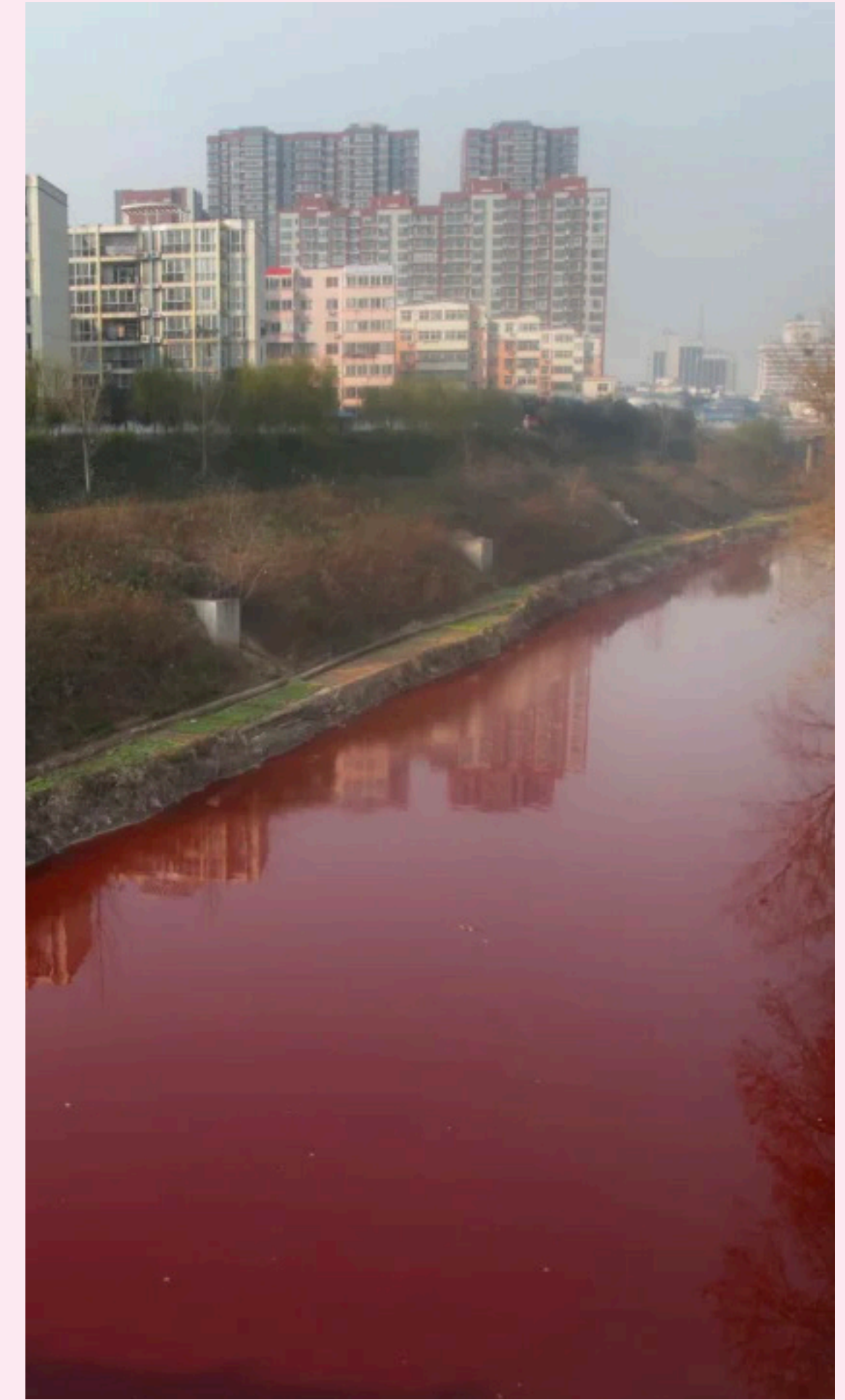


Fig 30. Jian River in north China turned red from red dye dumped into the city's water pipe network, 2011 (CNN, 2020)

SUSTAINABILITY ISSUES IN FASHION

“Stella McCartney centres on collaboration and innovation ... passionate about showing how with the right technology and partnerships, fashion can be fast in its move to more sustainable measures” (Birch, 2024).



Fig 31-32. Ready to wear Fall 2024, Stella McCartney. Using animal alternatives such as eco-leather and recycled materials (Phelps, 2024).

OVERCOMING CHALLENGES

COMPETITOR EXAMPLES

“Vivienne Westwood partners with local industries in the UK, Europe, India and Africa to source textiles in smaller batches ” (Birch, 2024).

Fig 33-34 Fall 2022, Vivienne Westwood. “The total amount of lower-impact and cruelty-free materials amounted to 71%”, 6 different fabrics were upcycled from previous seasons (Bateman, 2022).



GEN Z GROWTH

Dior has an emerging interest from a Gen Z audience (Similarweb, 2024), which aligns with the prediction that this demographic will make up 10% of luxury consumers by 2025 (Saunter, 2019). There will be both Millennials and Gen Z making up 70% of the luxury market (WGSN, 2022). Currently Gen Z has a \$143 billion spending power, and are turning their interests towards quality and value (Larsen, 2022). Some of their first luxury purchases are at the age of 15, due to social media influence (Frank, 2023). Gen Z are highly active online, including Millennials, as they thrive to connect with others worldwide and have a 'gram it or it didn't happen' attitude (Tan, 2021). Because of this they are highly informed about social and political issues, utilising their platforms to express their opinions (BOF Studio, 2021).



A SENSE OF COMMUNITY

Because of Gen Z and Millennial's usage of social media they have a keen interest in brand community, gaining an understanding of values (Larsen, 2022). 84% of consumers claim that their feelings towards a brand is impacted by brand's community, recognising shared interests (Risvi, 2024). It has become a crucial aspect of marketing towards a younger audience in luxury fashion, as more than 90% of younger luxury consumers are engaged in online communities (Willersdorf, 2022). By being able to show authenticity it is more likely that customers will be attracted, as their social influence is powerful (Pastore, 2022).



THE TARGET LUXURY CONSUMER & SHIFTS



DESIRE FOR SUSTAINABILITY

Customers are seeking transparency about sustainable efforts that brands are making to improve their carbon footprint. According to the Economist Group, there was a 71% increase in Google searches for sustainable products between 2016 and 2020 (Lefteri and Riberti, 2023). Common factors are practices that don't harm animals or ecosystems (Albella et al, 2022), and as younger consumers earn a higher income they begin to prioritise sustainability more (Krentcil, 2023). Sustainable garments typically have a longer life cycle and are made of better quality materials, which links to the luxury desire for durability. A report by BoF and McKinsey from 2021 states that 9 out of 10 Gen Z customers believe brands should be more transparent about environmental issues (BoF, 2021). There is also a social pressure to shop ethically, pushing customers to browse various brands (Petro, 2022). It is likely that brands who provide more environmentally friendly products will gain relevance in the market (Adegeest, 2022).



PETALS PALETTE:

Dior's Bloom-Infused Collection

CONCEPT

A capsule collection that offers garments that are designed with eco-prints and floral dyes, working with artisans and avoiding the usage of harsh chemical dyes. Promoted towards a Millennial and emerging Gen Z audience by social media marketing and a store workshop, providing transparency and storytelling.

AIMS

- Increase brand recognition amongst a younger and conscious audience
- A step forward in sustainable efforts
- Increase sales
- Increase social media engagement
- Educate about sustainable practices, taking accountability and sharing strategies to improve
- Community building

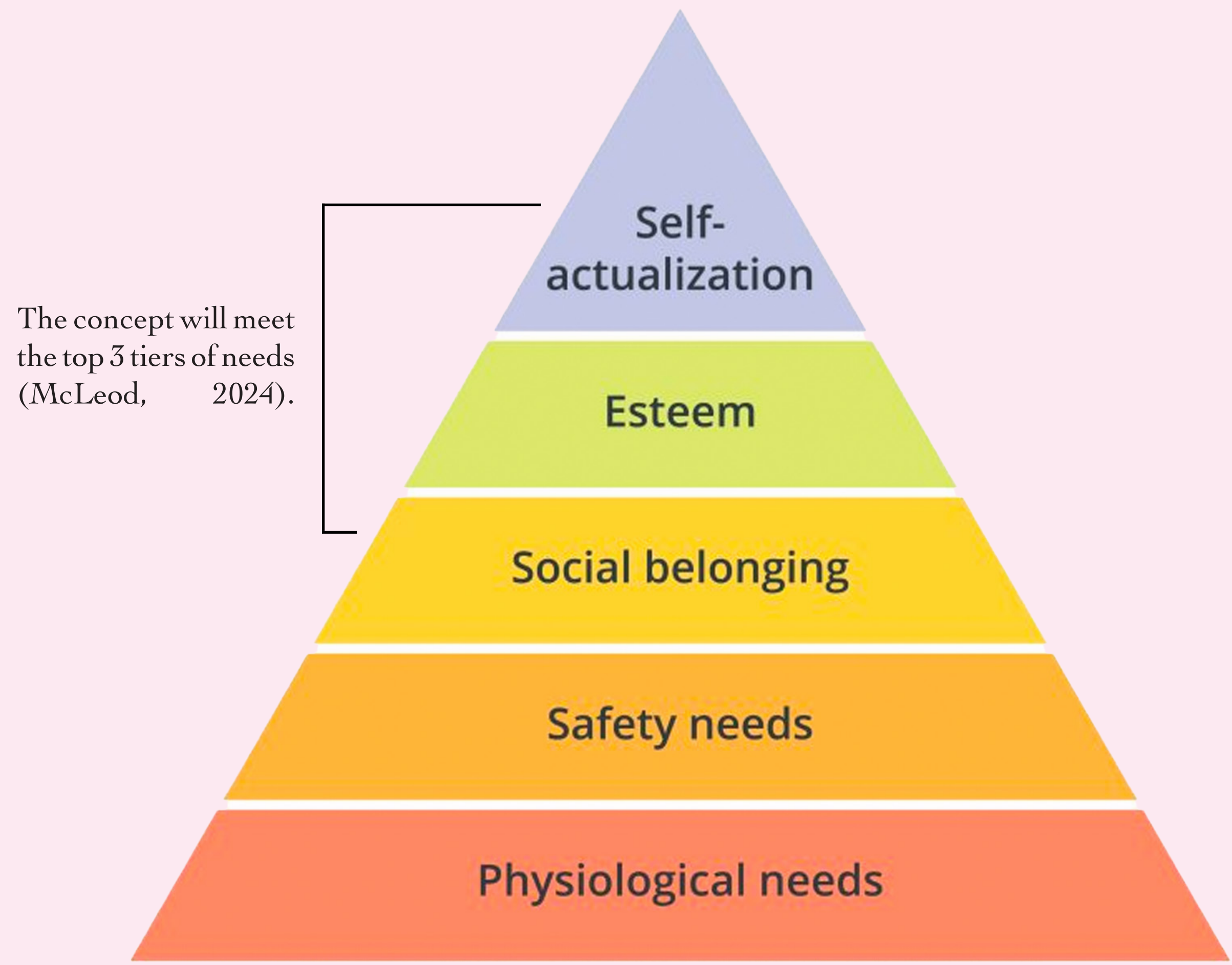


Fig 42. Maslow's Hierarchy of Needs, 1943. Understanding the tiers of human needs to be able to meet fulfilment (DCA, 2023)

THE CAPSULE COLLECTION

A capsule collection that is strategically created using designs that are subtle - to mix and match with other garments in a wardrobe, minimalising waste (Görlichová, 2023).

NATURAL DYES

The first steps to reducing environmental issues is to scale back the impacts. An example is using natural dyes, which is free from harsh chemicals (Smith, 2023). The best way to do this is to use non-harmful metallic mordants, as well as create smaller collections of clothing (Conscious fashion, N/D). This technique can be traced as far back as the Stone Age, and is still commonly practiced in many countries but lost popularity due to synthetic dyes (Deighton, 2020). To ensure traceability of dyes a brand can use third-party certification, such as GOTS-approved (Smith, 2023).



ECO PRINTS

A popular form of dyeing fabrics is Hapazome, also known as flower hammering or eco-printing. The term comes from Japan, meaning “leaf dye” and doesn’t usually require fabrics to be mordanted (Vicroia, 2020). By hammering steamed leaves and flowers under a piece of fabric the outlines and colours are transferred (Kirsch, 2023), and overtime with oxidation the colour vibrancy increases (Burns, 2019). The uniqueness of this method is that every garment will look different after the process is complete, and with each season there will be new colour palettes to work with (Anandya, 2023).

In a sustainability effort report by Dior (2024) they claim that they recognise the importance of flowers in sustaining ecosystems, so they plan to utilise science to support the preservation of multiple species. They state that they currently have 42 gardens worldwide, including partner gardens, such as Tuscany, India and Normandy.



Fig 43 - 45. Eco-printing



DESIGN INSPIRATION

Fig 46 - 53. Natural dye design



BRAND EVENT COMPETITOR EXAMPLES



Fig 54. Bottega Veneta, ‘The Square’ , a three day invite-only event space. To bring local talents of art, music and fashion together during Ramadan in Dubai. Film screenings and performances of emerging talents (Ifteqar, 2022).



Fig 55 - 58. Prada two day social club event in LA named Frieze Art Fair, 2022. Interactive artwork by Martine Syms, discussions of contemporary arts, and a party on the night (Prada, N/D).



ECO-PRINT WORKSHOP

It is predicted that by 2025 post-pandemic recovery period will end, meaning that immersive interactions with customers will be expected (Saunter and Medeiros, 2024).

Dior's flagship store in Paris has a VIP suite where guests have 24 hour access to the in-house museum and store. Pushing the emotional connection that customers share with the brand (WGSN, 2022).

For the Petal Palette collection, floral dye workshops will be held. Invite-only for Dior's loyal customers that are located in: Paris, New York City, London, and Beijing (Dior, 2024). Invitations will be in-person, with a later invite by email.

Customer's children that are aged above 8, including teenagers, will be encouraged to join. The aim of this is to educate a wider demographic about sustainable fashion techniques, as well as entertain with creative exploration (Larsen, 2024).



Fig 59 - 61. Workshop examples



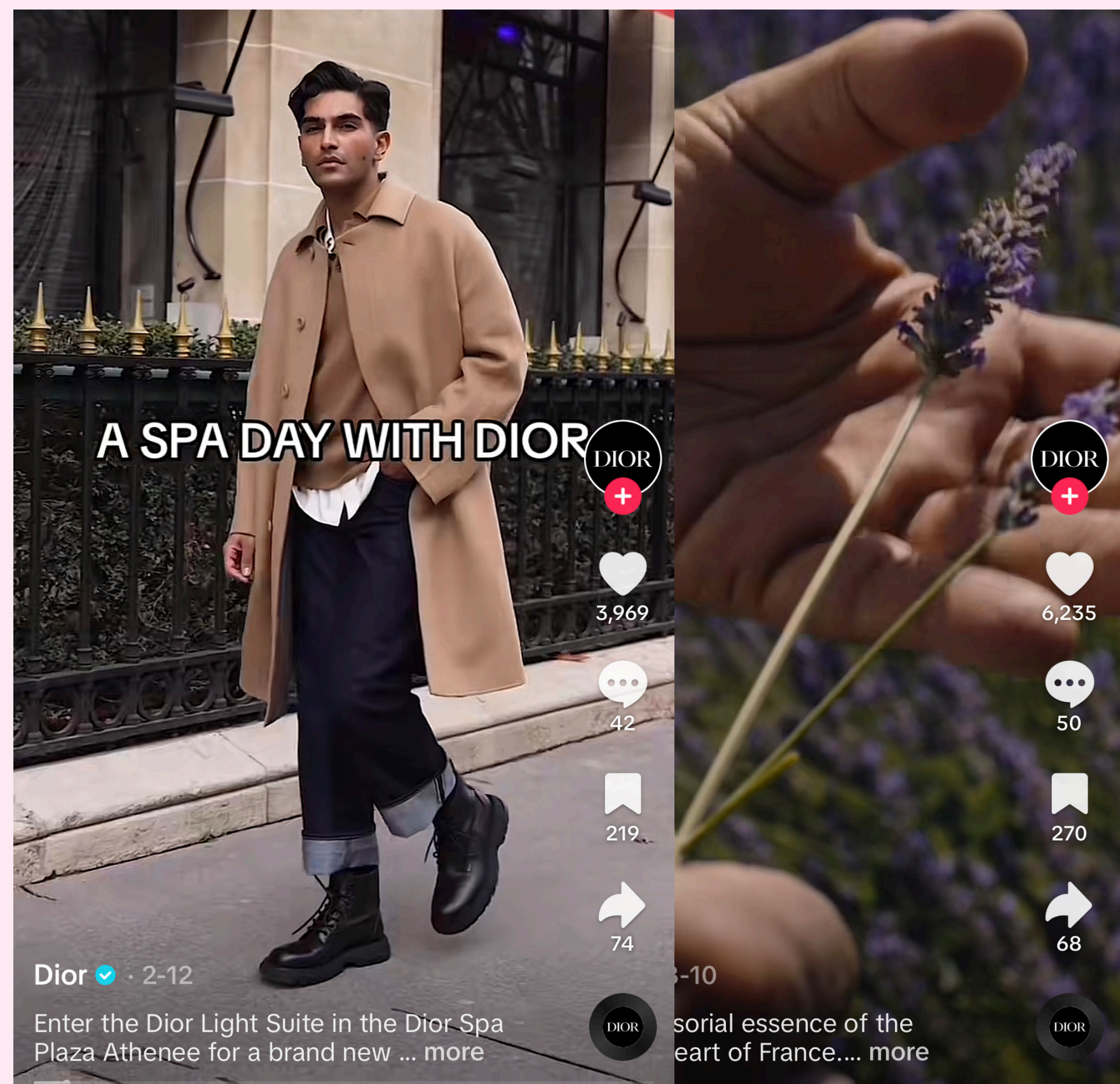
INTEGRATED MARKETING

<i>OWNED</i>	Website page dedicated to Petals Palette, information on sustainable efforts and production process. Social media marketing across various platforms. Dye workshop event with loyal customers and their children, located in cities.
<i>PAID</i>	Magazines such as Vogue and Elle. Including website/social media articles in relation to customer trends and craftsmanship. Dior’s social media advertisement/promo pushed on user’s feed. Digital billboard/poster displays in major cities.
<i>EARNED</i>	User Generated Content of the collection. Social media influencers. Fashion blog posts - website and social media. Dye workshop UGC. Website searches.
<i>SOCIAL</i>	Influencer and customer mentions/tags on social media platforms. Collection reviews and event content. Fashion blogs mentioning/recommending Dior’s sustainable efforts, e.g. discussing sustainable luxury fashion.

MARKETING PLAN - AIDA

<i>AWARE</i>	2 months prior to launch - social media teasing, content of gardening and dye process (preparing the flowers/plants). 1 month prior to launch - Dye workshop invites given to loyal customers, including influencers, and e-mail marketing offering first-look/purchase.
<i>INTEREST</i>	1 week prior to launch - Dye workshop takes place, content uploaded to Instagram stories (24 hours only) including influencer pages. Social media content discussing the sustainable efforts taken and the product journey, to educate. Website page uploaded.
<i>DESIRE</i>	During and after launch - Social media content of dye workshop uploaded to various platforms, including influencer and customer pages. Paid media in action, increasing recognition and reach. Educational and aesthectic content uploaded regularly. Email marketing sent to all subscribers.
<i>ACTION</i>	Social media provides links to website page to learn more about eco-printing and where to access the collection. Dior FAQs updated to include information about production and availability, with the option to contact customer services for further help. Re-sharing UGC/influencer content on Instagram story.

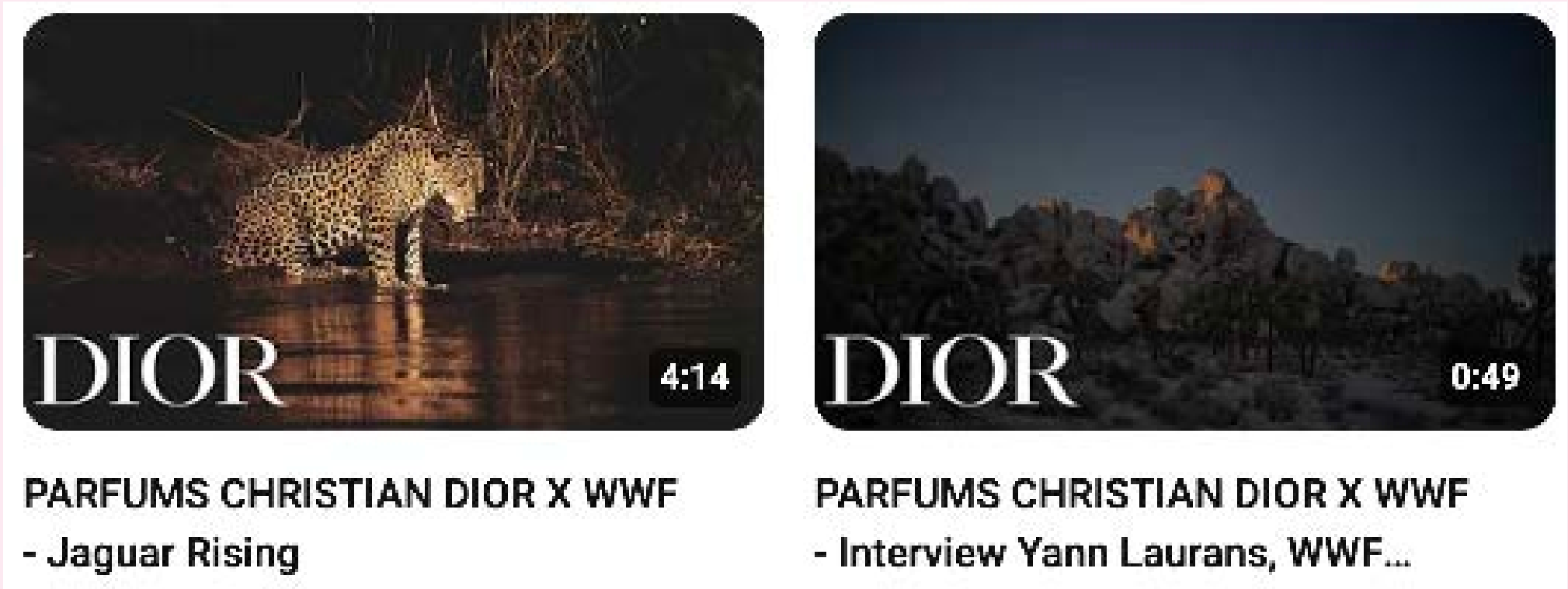
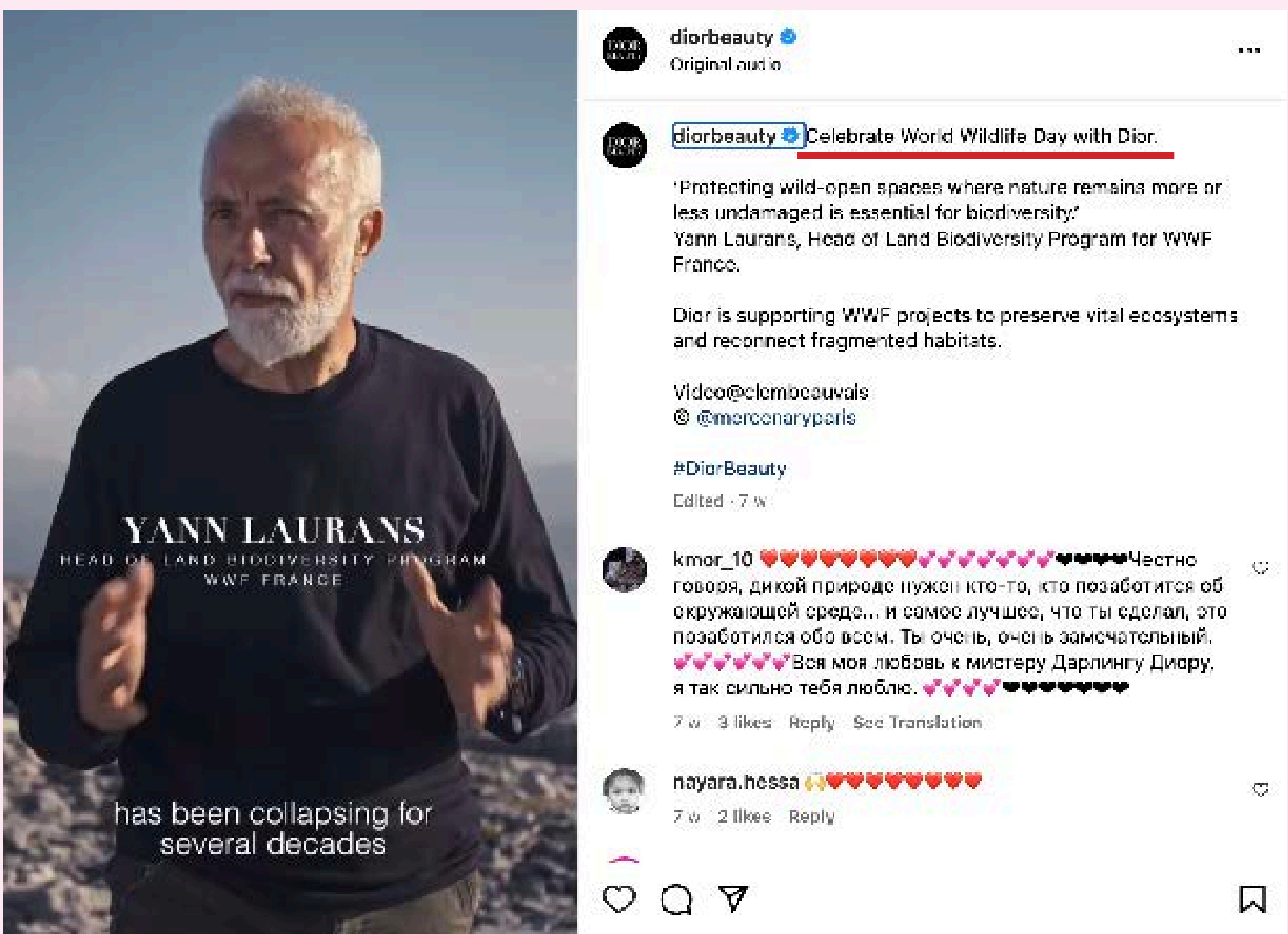
Fig 62 - 67. Social media content



It is expected that by 2027 there will be nearly 6 billion social media users (Napoli and Larsen, 2024). Gen Z and Millennials make up the majority of users, with 90% of Millennials using social media actively and 75% claiming it is an essential in their daily life (Lindner, 2023).

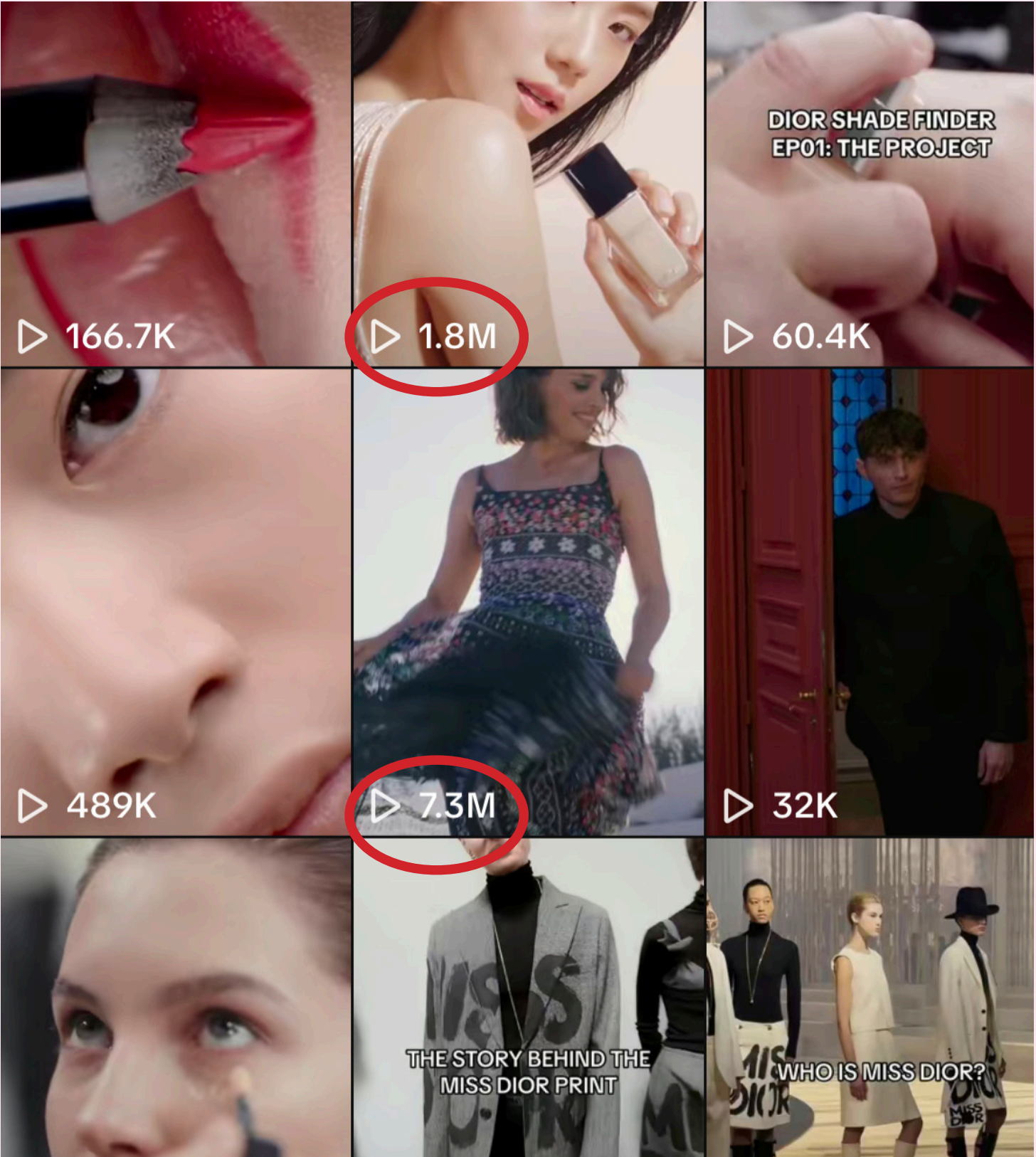


SOCIAL MEDIA CONTENT CREATION



CONTENT SUMMARY

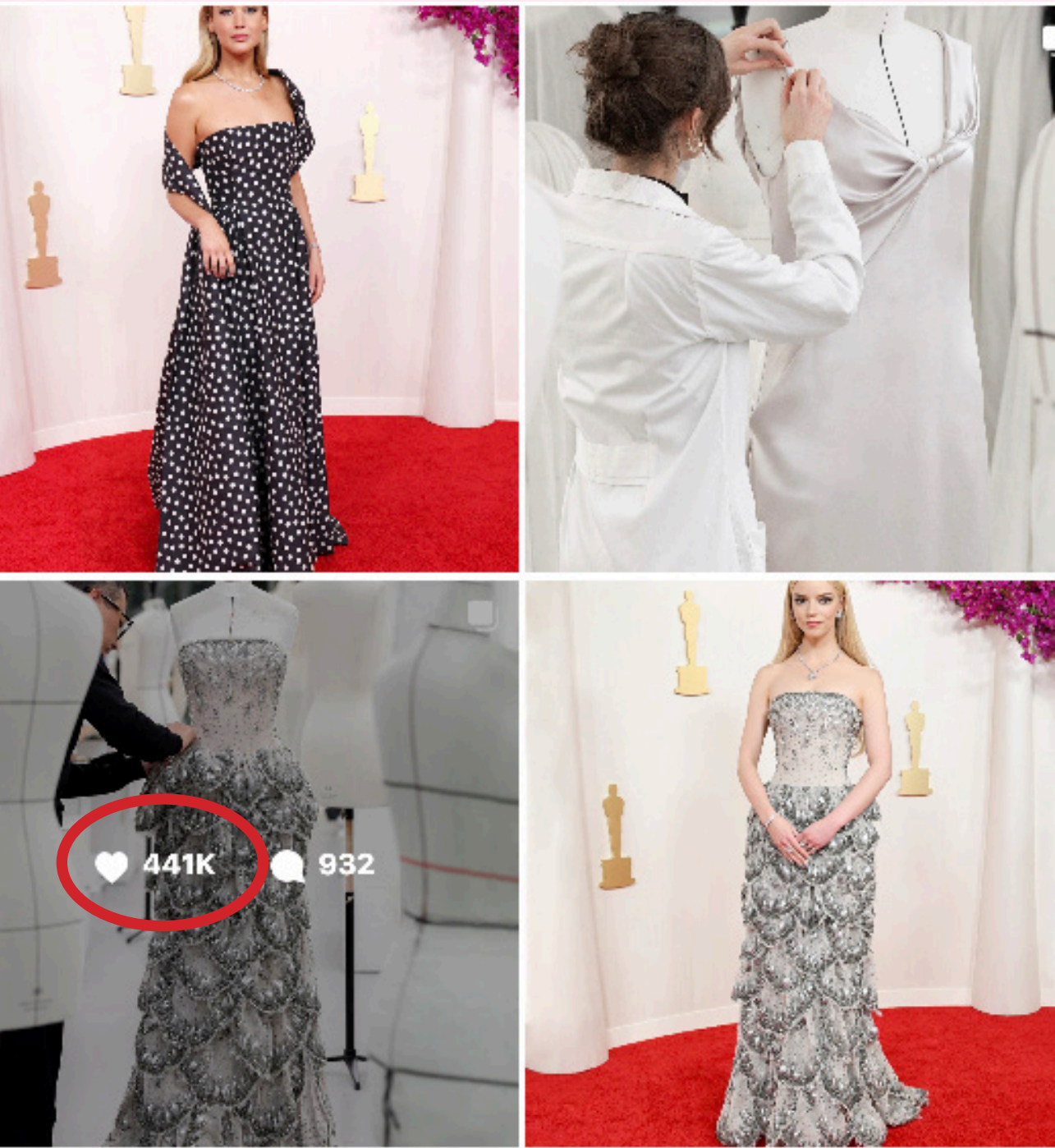
Screenshot of TikTok profile



TIKTOK

- 7.7 Million followers
- 58.5 Million total likes (TikTok, 2024)

Insights to creation. A series of short episodes on the Dior Foundation - behind the scenes, application and concept creation. Easy to watch with quick clips edited together to immerse customers into the product, around 10 seconds overall.

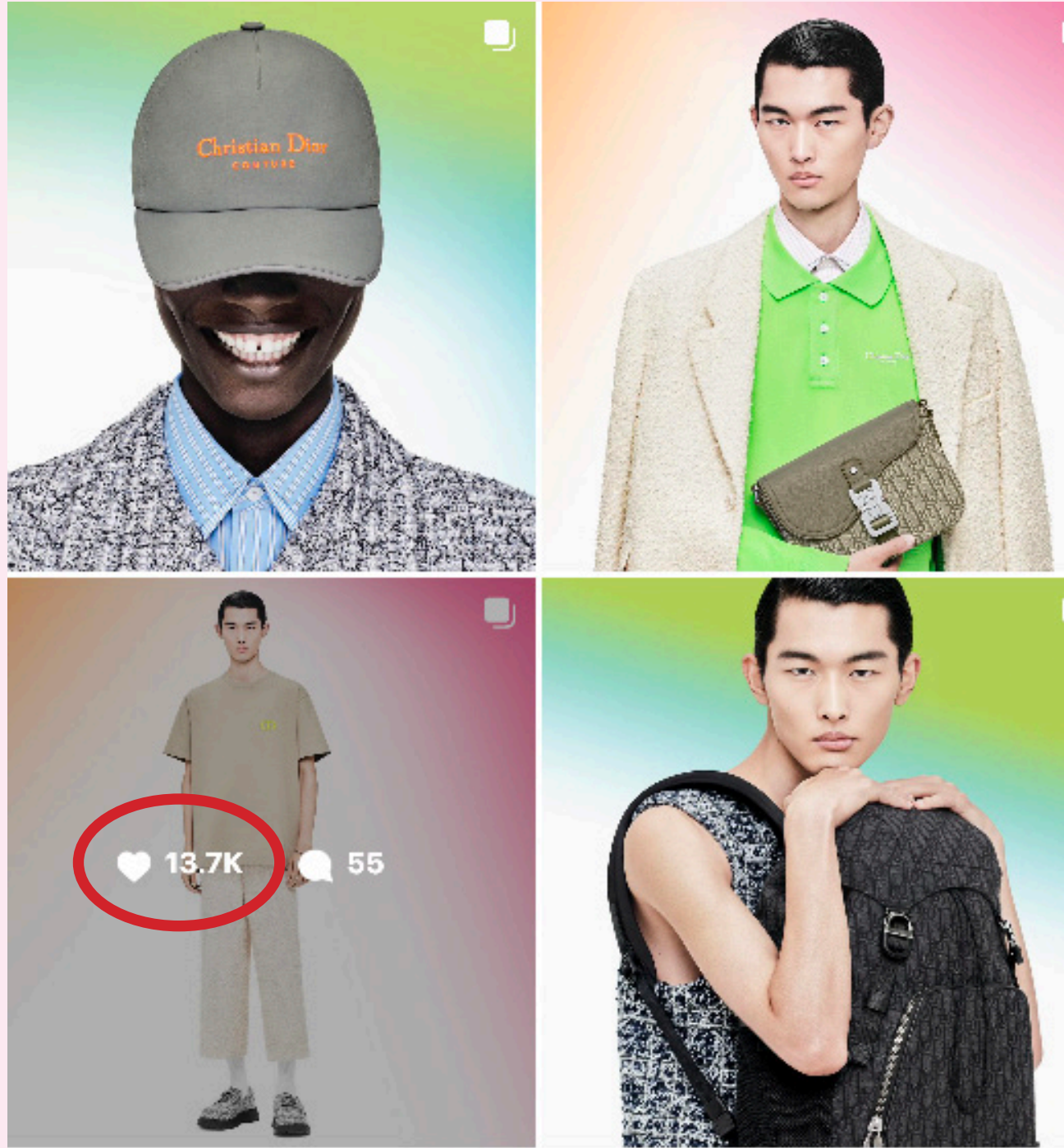


INSTAGRAM

- 45.9 Million followers
- 44K average likes (Social Blade, 2024)

Professional photography and videography, modelling new collections and products. Featuring celebrities and craftsmanship is more successful (shown in screenshots below). Captions are written with a formal tone of voice describing products.

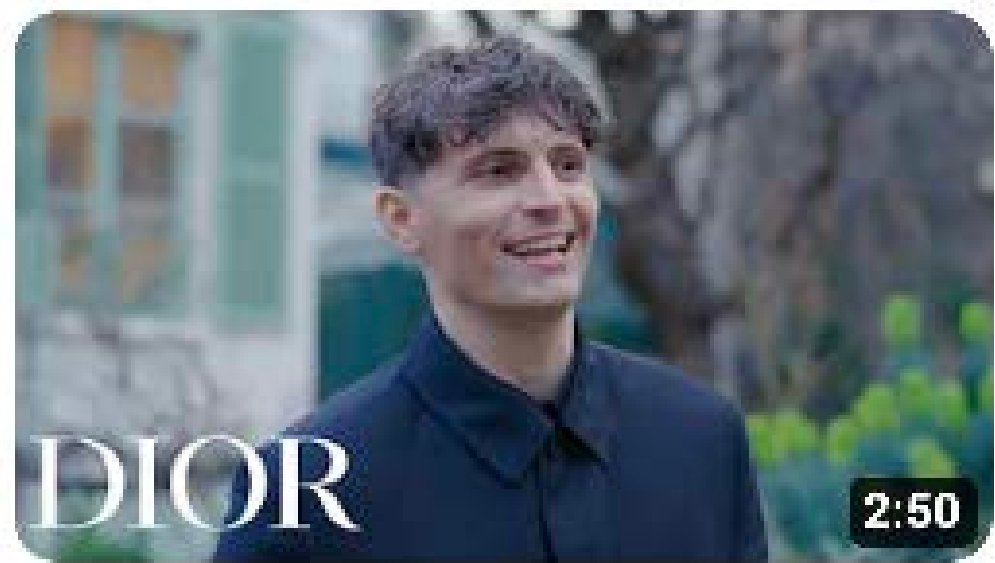
Screenshot of Instagram profile



YOUTUBE

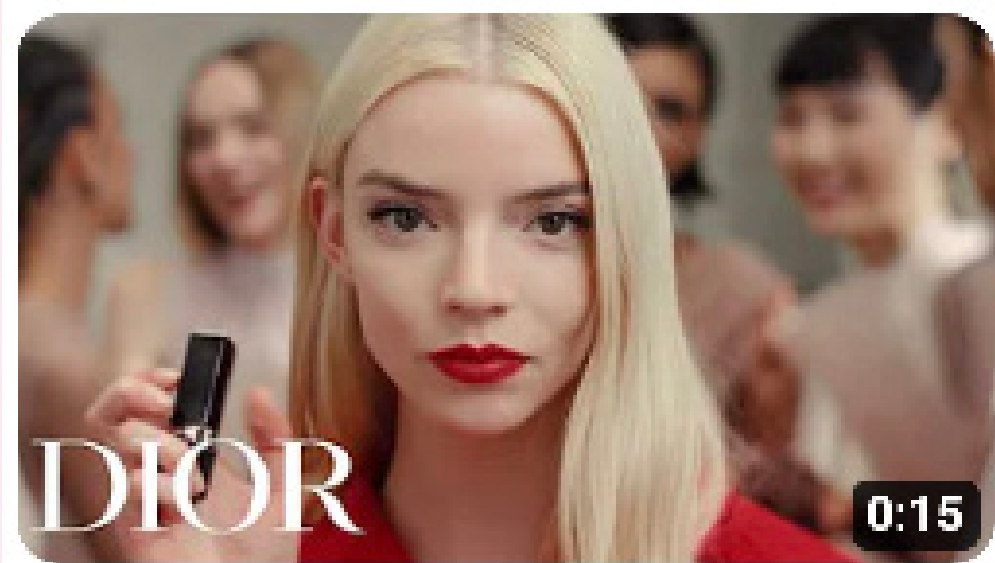
- 3.46Million subscribers
- 700Million total views
- 140K gained subscribers in 30 days (Social Blade, 2024)

A variety of video styles, with time lengths ranging from 25 seconds to 5 minutes. The high quality of Dior is evident, a formal tone of voice. Content is frequent, and engagement spikes depending on content - shorter advertisement tends to do better.



Behind the Scenes: César Awards Preparation with Raphaël Quenard!

8.3K views • 3 weeks ago



Rouge Dior, The New Couture Lipstick - Preparing her 'Coup de...

7M views • 2 months ago



Stories of a Miss - Episode 2: The Essence of Miss Dior

13K views • 2 weeks ago





Dior 


1 Mar · 

Venture backstage before the Autumn-Winter 2024-2025 show on.dior.com/aw2024-25 to get up close with some of those all-important details. Maria Grazia Chiuri drew inspiration from the early days of the House's ready-to-wear, launched as a line named Miss Dior, its logo appearing as a bold decorative device on clothing, bags, footwear and more. The new 'VeryDior' sunglasses style joined an embossed interpretation of the Cannage motif, and leopard, another House code, came printed on grosgrain-edged glossy leather or as a twinkling and texture embroidery.
© Elena Dottelonde












Dior 

5 Mar · 

Our beautiful muse invites you to discover a fragrance that echoes the tales of eternal youth. Embodying the spirit of a strong-willed #... See more



  4.5k 87 comments 318 shares 39.5k views

 Like  Comment  Send  Share

FACEBOOK

- 18Million likes
- 19Million followers

Reposts Instagram content. Engagement isn't as strong, but there is a consistent average 3-8K likes. Uploads are frequent and captions direct to Dior's website.



Dior 

19 h · 

Embrace the gentle caress of Sakura—a fragrance that whispers tales of harmony and grace. Made as a poetic fragrant tribute to the profound inf... See more



  4.6k 109 comments 300 shares



VISION BOARD

- Made from Magazines -

SHOOT PLANNING

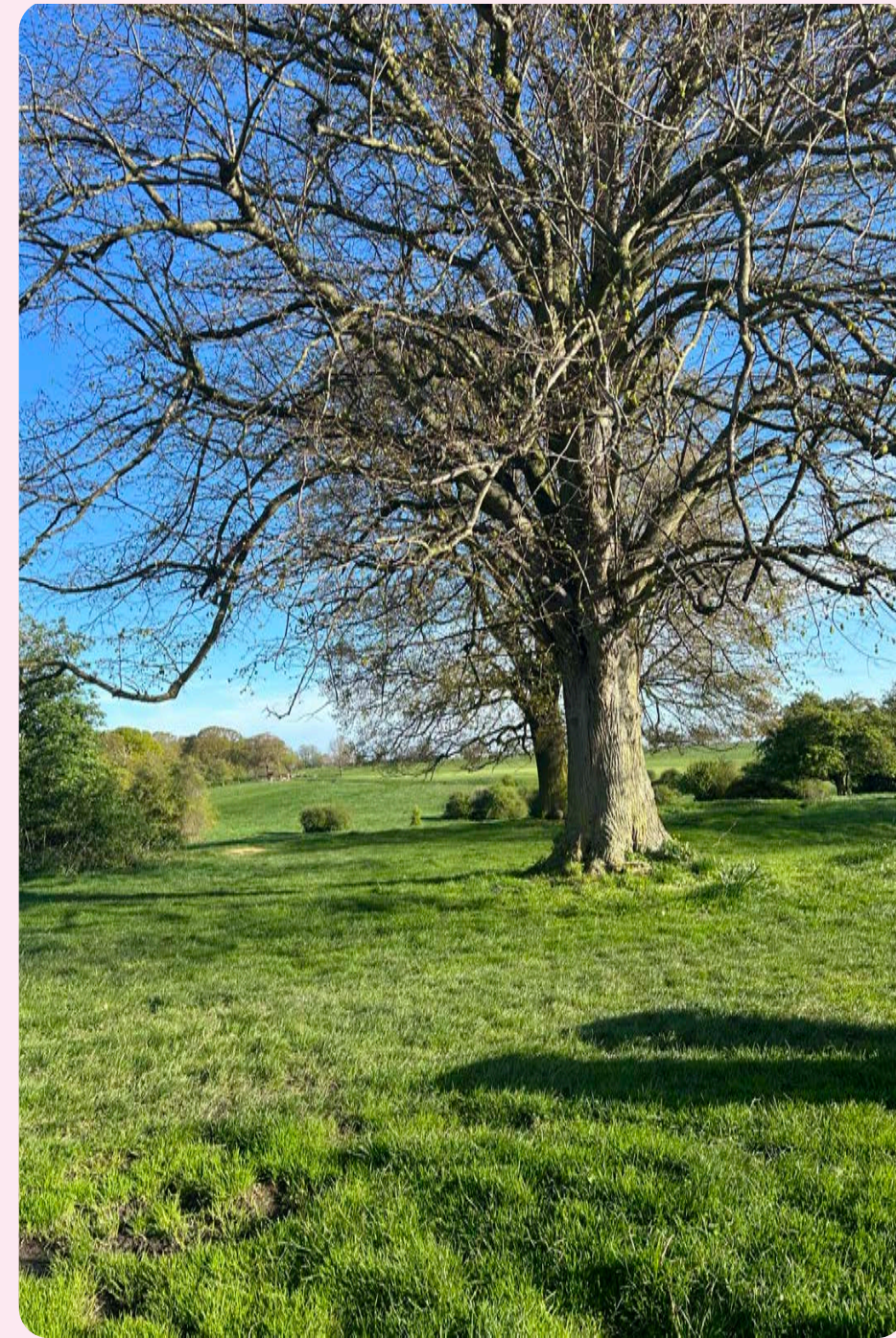
Location
Beverley Westwood, UK

Styling
Floral print dress, found in a charity shop

Makeup
Natural - Concealer, mascara, blush, lip tint

Hair
Straight and naturally loose

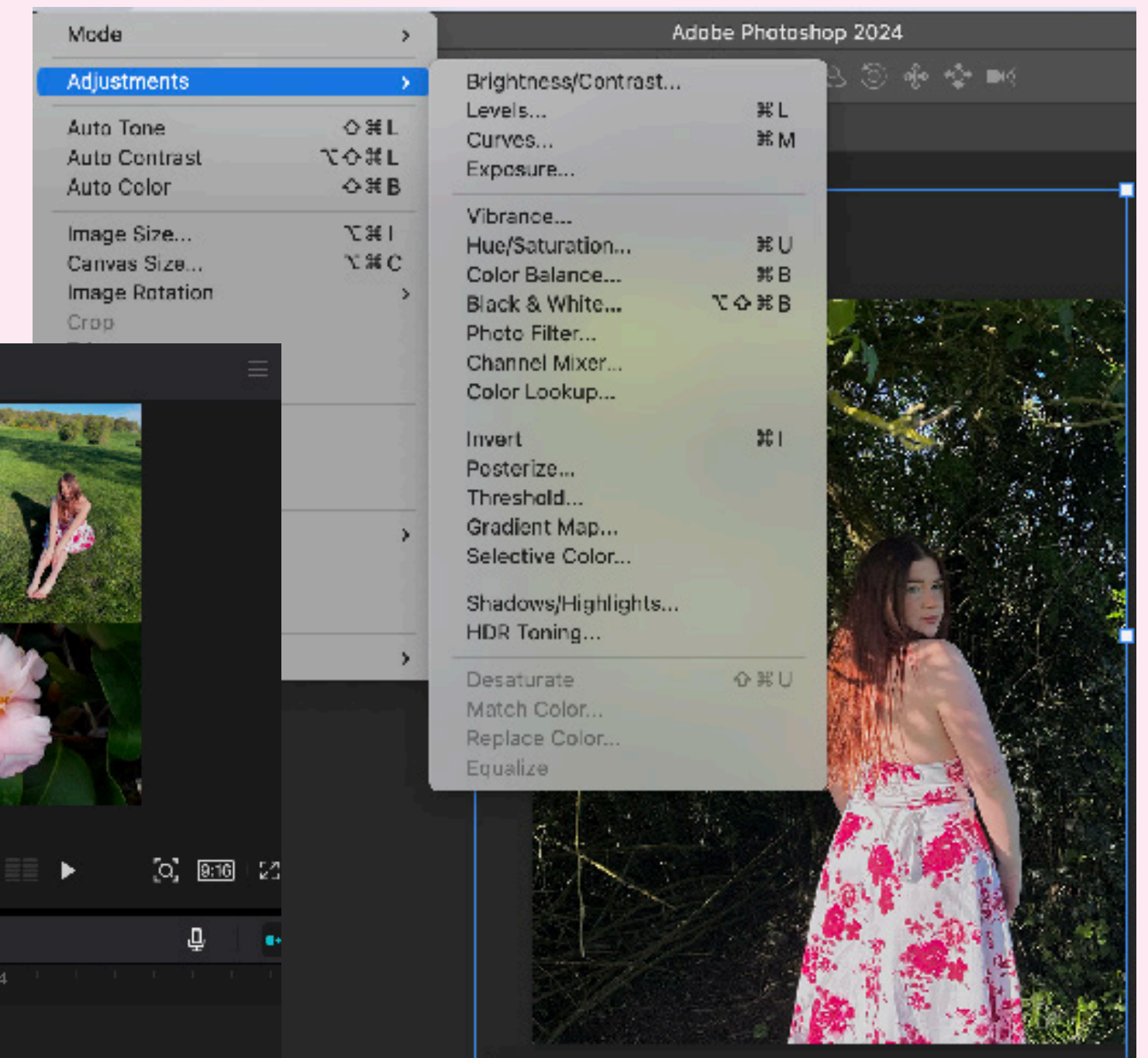
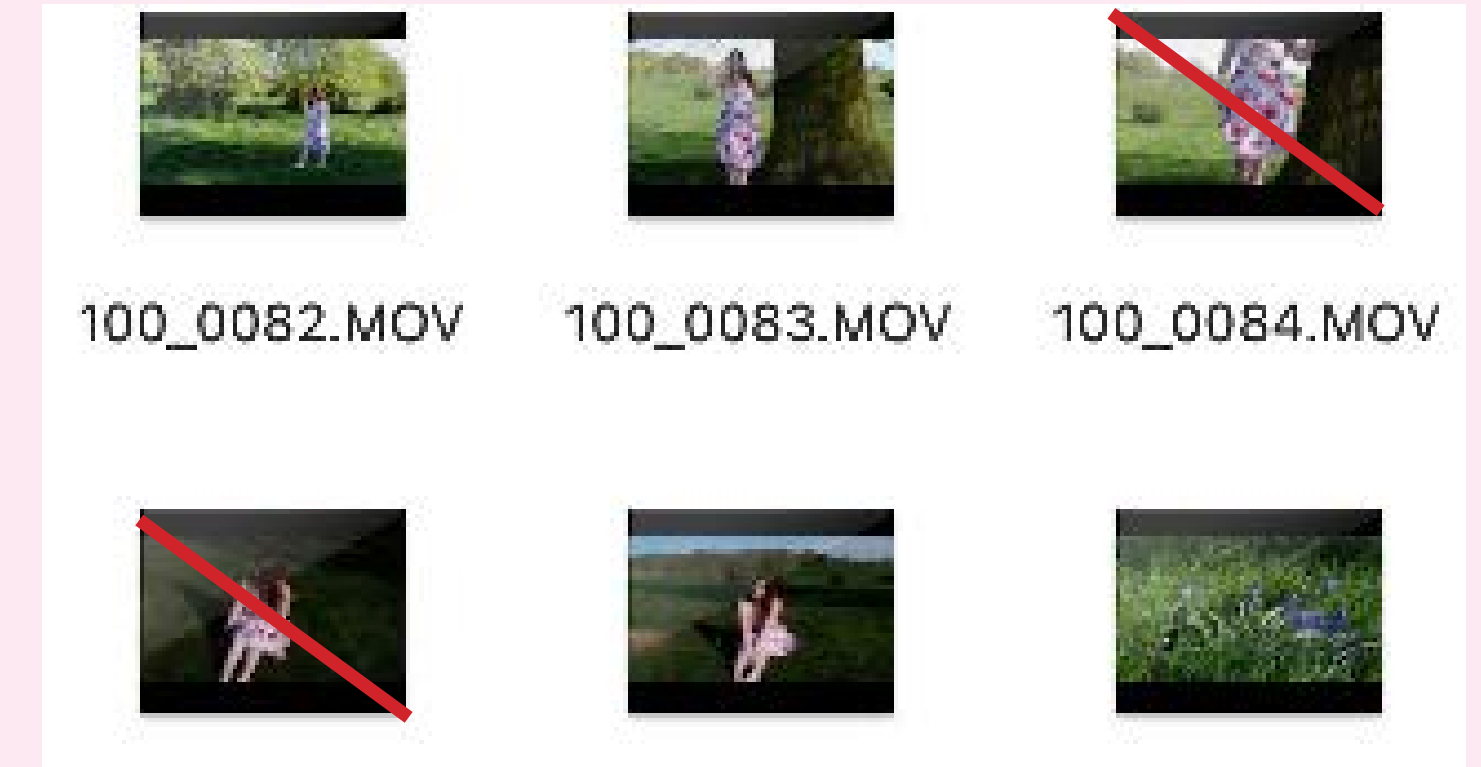
Camera
Images - iPhone 14
Videos - Kodak PixPro



EDITING

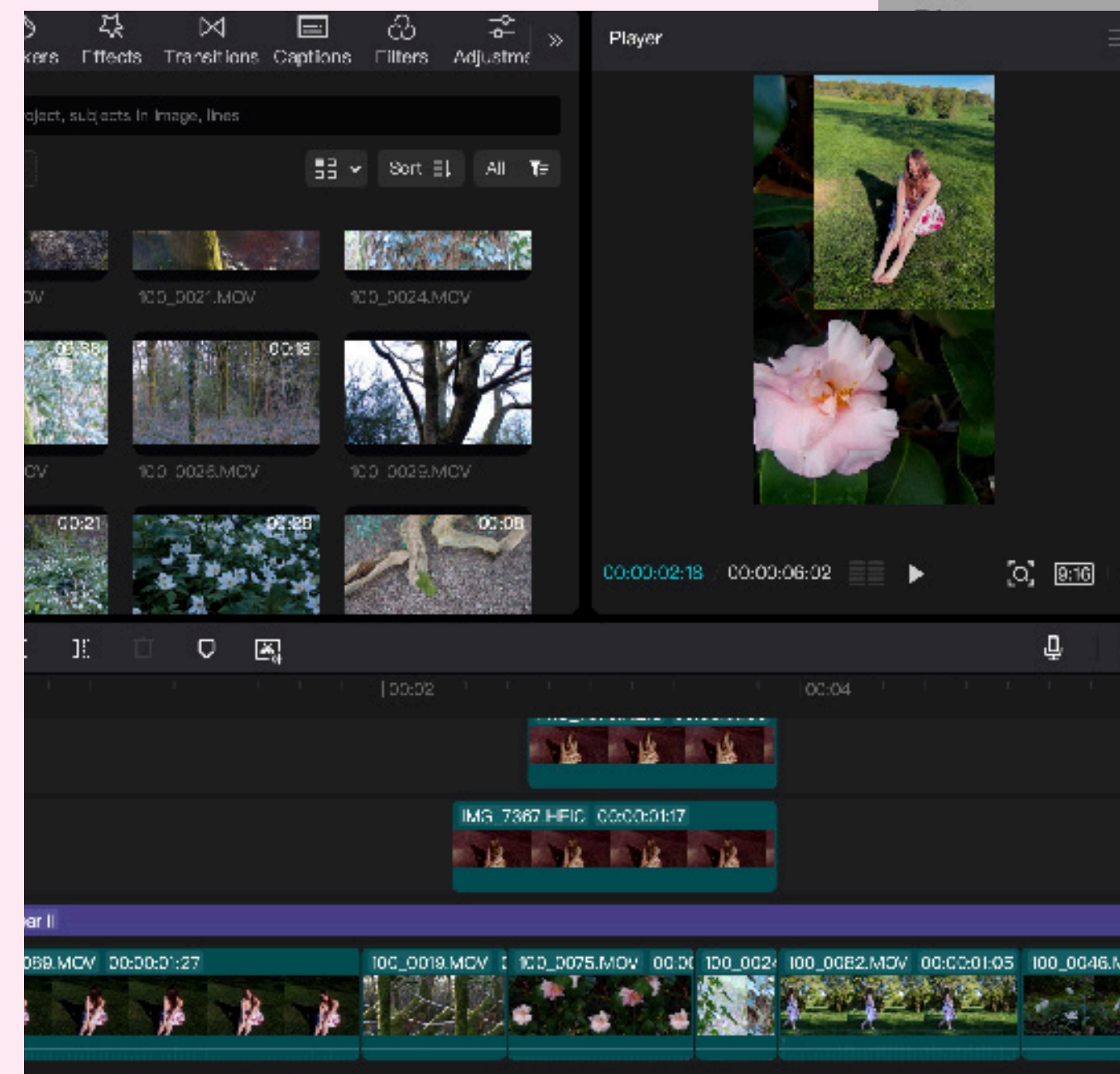
Imagery edited slightly on Adobe Photoshop, saturation and brightness adjusted.

Videos edited on CapCut Pro, adding voiceovers and imagery overlays. Video filter 'Clear II'.



POTENTIAL CHALLENGES

- Unpredictable weather
Shoot will be planned mid-April in hopes that the weather will be drier and brighter, model will be asked for 3 days so that the best day of weather can be used.
- Rain
If it were to rain during the shoot, it will be paused and continued if rain stops or will be moved to another day.
- Model availability
The model will be made aware of the shoot 2 months in advance, to ensure that she will be available, as well as plan travel.



INSTAGRAM + FACEBOOK

It has been found that Instagram Reels earn 55% more engagement than other formats, and the average user spends 12 hours a month on the app (Larsen, 2024).

The stories feature allows real-time content to be viewed during the dye workshop, pushing an authentic feel (Barnhart, 2019). Instagram content will be reposted onto Facebook as this is Dior’s current strategy.

The location feature will be added to the dye workshop content, specifying audience location and building community (Barnhart, 2019).

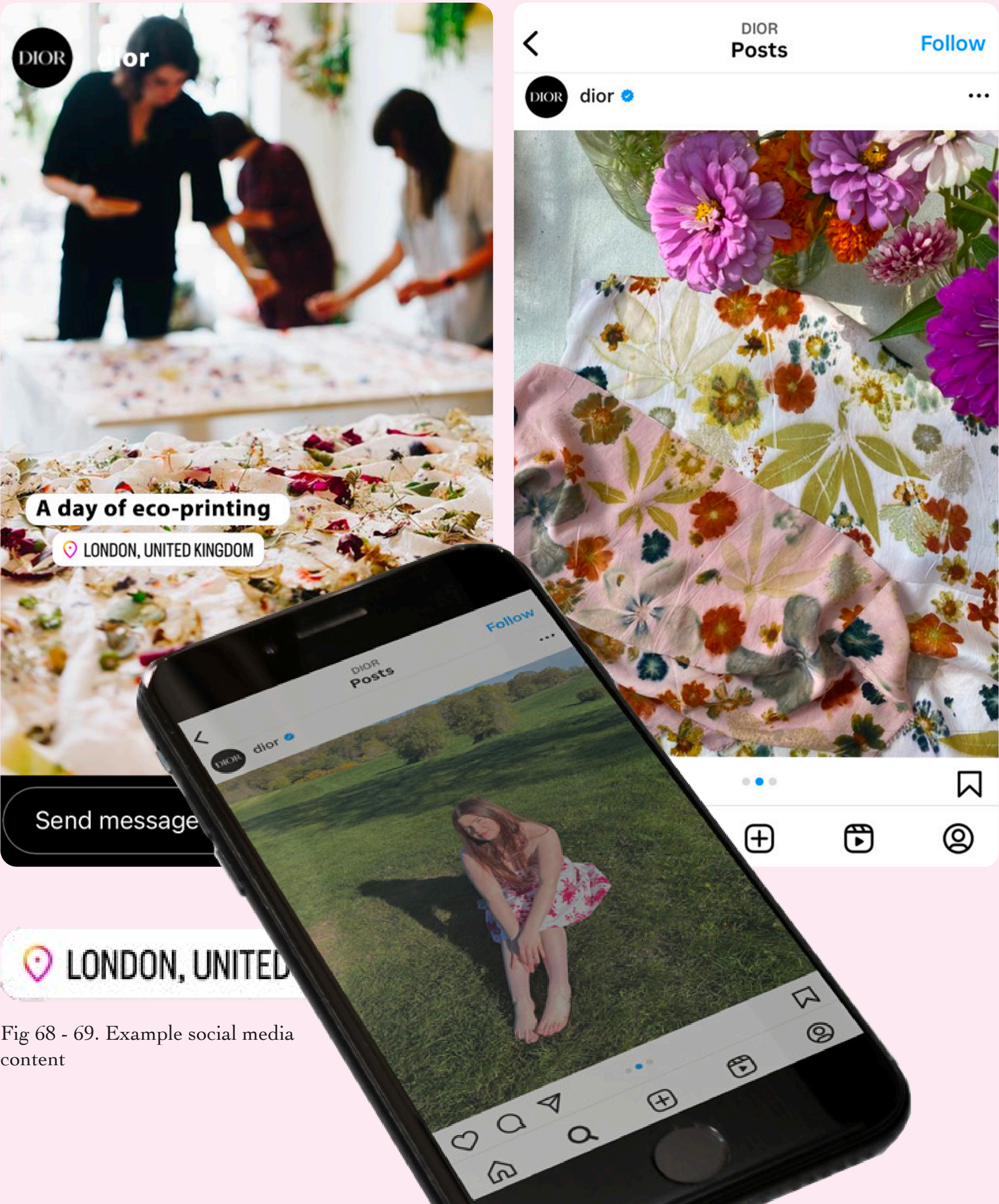


Fig 68 - 69. Example social media content

YOUTUBE

YouTube is one of the top 3 social media platforms used by Millennials (Lindner, 2023), and over 80% of Gen Z use YouTube too (Thomas, 2024).

A longer video will be uploaded about eco-printing, and shortened videos with insight to the dye workshop and product-focused.

YouTube Shorts is a similar concept to TikTok and reached 70 billion views daily (Ceci, 2024), so Dior's TikTok videos will also be reposted here to increase engagement.



Petals Palette: Dior's Bloom-Infused Capsule Collection



Petals Palette: The usage of flowers to decorate clothing



Petals Palette: Eco-print workshop

WATCH HERE:

https://mmutube.mmu.ac.uk/media/FPC+YouTube+printing+process+explanation+video+example/1_9o2es6d9

TIKTOK

TikTok is estimated to reach 955 million users by 2025, and the average user spends 95 minutes daily on the app (Tan, 2023). Hashtags and music can simply push views. Content is suggested to users based on interests, ensuring target audience is reached (Stokel-Walker, 2024). A mixture of educational and aesthetic content (Barnhart, 2019).

#sustainablefashion	770.5K posts
#fashion	58.1M posts
#fashiontiktok	11.1M posts
#fashioninspo	2.1M posts

Suggested related #’s that are popular (TikTok, 2024)

WATCH HERE:

https://mmutube.mmu.ac.uk/media/FPC+TikTok+and+Insta+promotional+video+example/1_39epesox

https://mmutube.mmu.ac.uk/media/FP-C+Tiktok+video+example/1_olsfbtyy

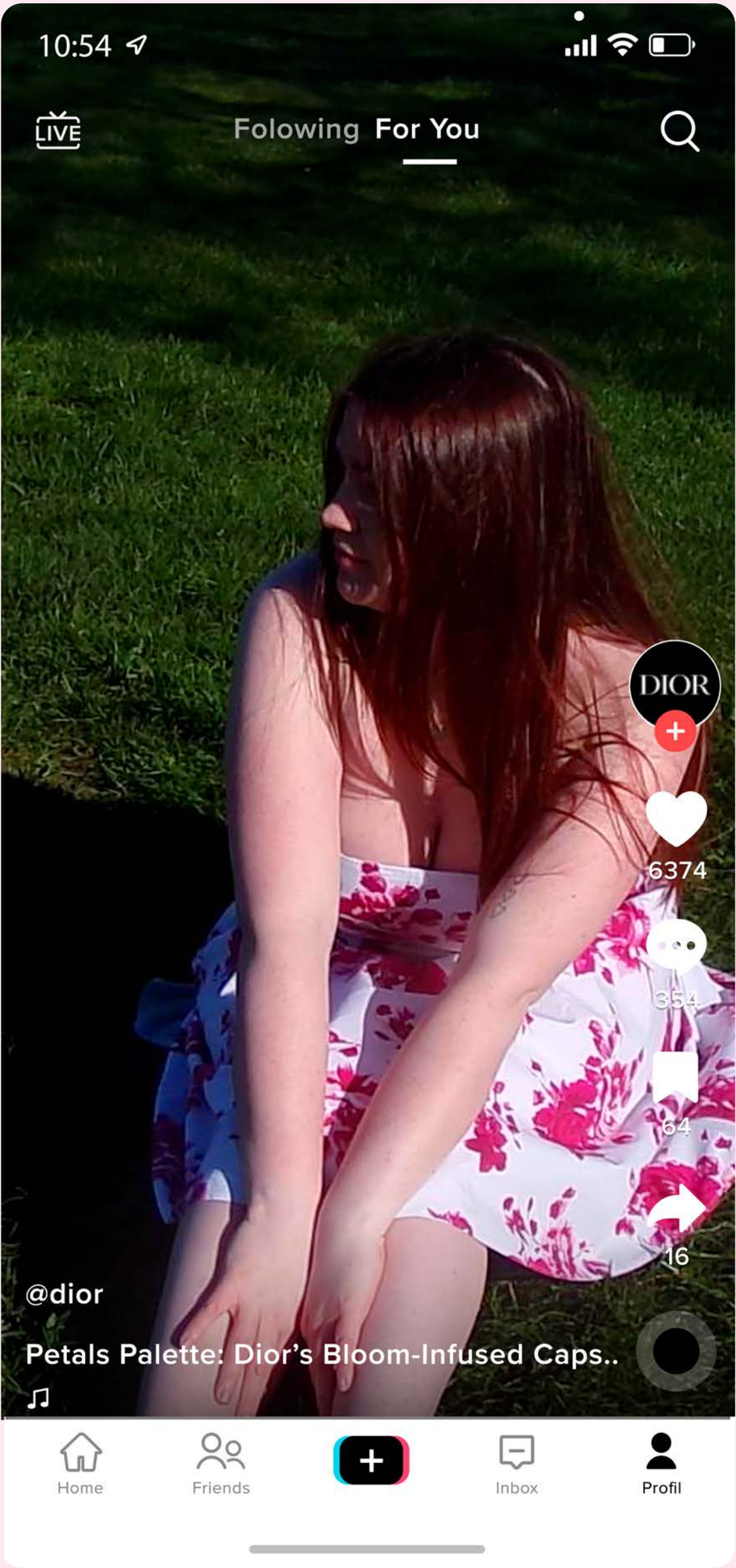


Fig 72 - 73. Example social media content

CONTENT CALENDAR

2 MONTHS PRIOR TO LAUNCH - MARCH 2025

15 Instagram and Facebook video of nature - “preparing the flowers”. Caption hinting at a new collection	16 TikTok and YouTube Shorts repost of teaser video	19 Instagram and Facebook video, ‘ASMR’ style Eco-printing process. Caption: Petals Palette coming May 15	20 TikTok and YouTube Shorts repost eco-printing video
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1 WEEK PRIOR TO LAUNCH - MAY 2025

8 Instagram story imagery and videos of Dye workshop in Paris All social media platforms upload video explaining sustainable efforts	9 Instagram story of Dye workshop in London Instagram and Facebook post of eco-printing imagery	10 Instagram story of Dye workshop in Beijing	11 Instagram story of Dye workshop in New York City
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LAUNCH - MAY 2025

15 All social media platforms upload video of the collection. Caption announcing release, where to buy, and the reason behind design	17 Instagram and Facebook images of garments worn by models	19 TikTok and YouTube Shorts behind the scenes explanation of eco-printing	21 YouTube video of eco-printing workshops. Instagram, TikTok and Facebook shortened video of eco-printing workshop
23 YouTube video of influencer/celebrity learning how to eco-print and discussing the benefits TikTok, Instagram, and Facebook post directing audience to view YouTube video in full	25 Instagram collaboration post with Vogue, storytelling the collection concept	27 TikTok and YouTube Shorts video of model photoshoot behind the scenes	29 TikTok and YouTube shorts video close-ups of garments

6 MONTHS AFTER LAUNCH - NOVEMBER 2025

15 All social media platforms announcing new colour palette added to the collection, updating designs due to season change	17 TikTok and YouTube shorts repost of influencer/celebrity wearing garments	19 Instagram and Facebook imagery of new colour palette	21 YouTube video of flower farmers sharing their work towards creating the collection
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POST LAUNCH - MEASURE SUCCESS

SOCIAL MEDIA ENGAGEMENT

Social media metrics provides the ability to track the performance of channels and content, to further notice opportunities for improvements. An example is monitoring the number of views over a period of time, and comparing this to the growth in followers. This shows an increase in brand awareness and what content attracts a wider audience (Hill, 2024). Every month social media insights will be analysed – some platforms will have a higher reach than others, so content will be tailored to meet the various expectations.



WEBSITE TRAFFIC

Due to the promotional strategy having prompts to view Dior's website, the success of the launch can be measured through increased website views. Data can show where viewers have arrived from, such as organic searches or social media. This can be analysed regularly by comparing traffic before and after the launch, and shows the social media platform that has influenced viewers the most – which supports promotional strategy opportunities (Indeed, 2023).

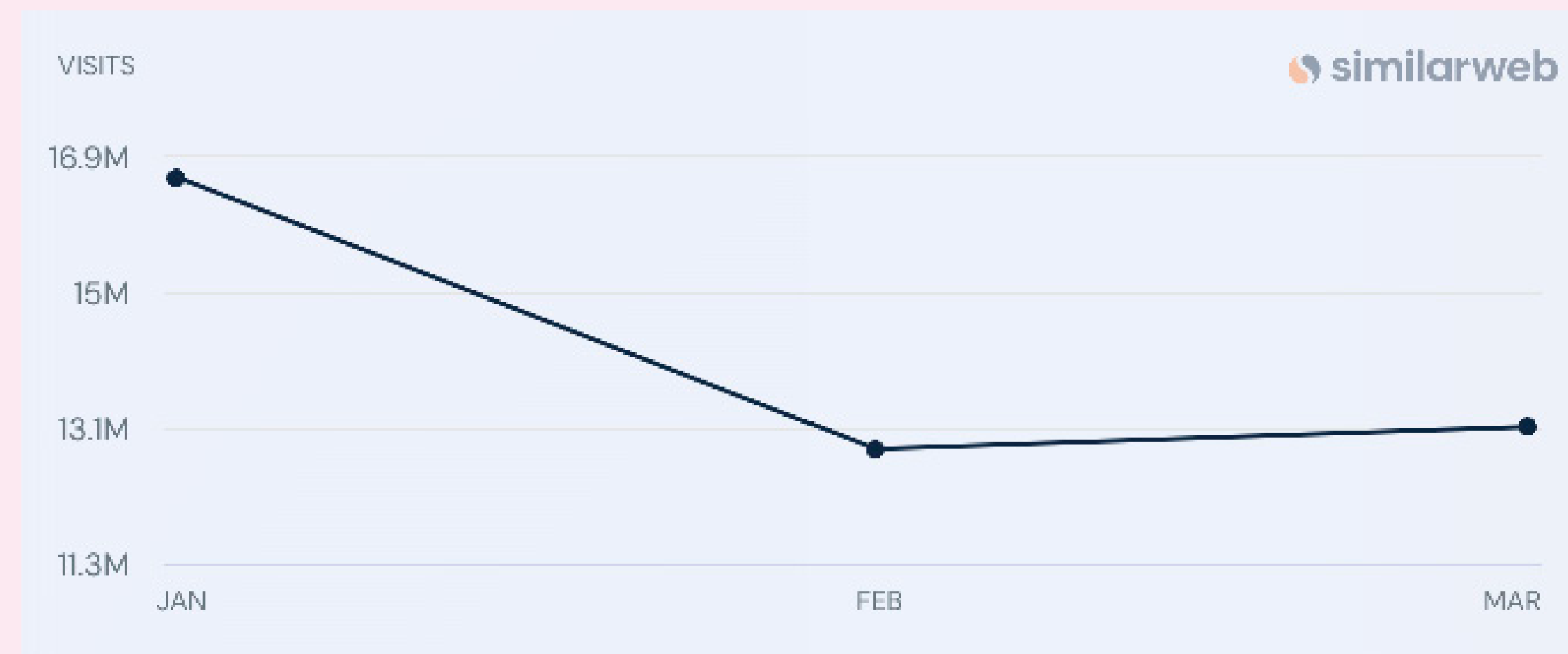


Fig 74. Dior.com website traffic (similarweb, 2024)

SALES

Comparing sales to previous capsule collection launches shows the effectiveness of the current promotional strategy and the eco-friendly designs, supporting the decision to continue updating the collection and identifying if changes need to be made. This can also be measured alongside the total costs of marketing to curate better budgets (Indeed, 2023).

CUSTOMER FEEDBACK

Customer feedback is an important element when measuring success, as their opinions shape the reputation of Dior. People trust people, meaning that there is a likeliness of sales declining if customers aren't satisfied with what is being provided (Hall, 2022). To avoid this Dior will respond to questions/comments online as well as communicate with their in-store shoppers about their thoughts surrounding the collection.

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