From Fabric to Bloom

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DIOR

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Brand Overview

Dior is a Parisian luxury brand founded in 1947 by Christian Dior

The brand is known for their innovations in women's fashion with

"The New Look"

Dior's brand identity celebrates women, femininity, excellence and savoir-faire



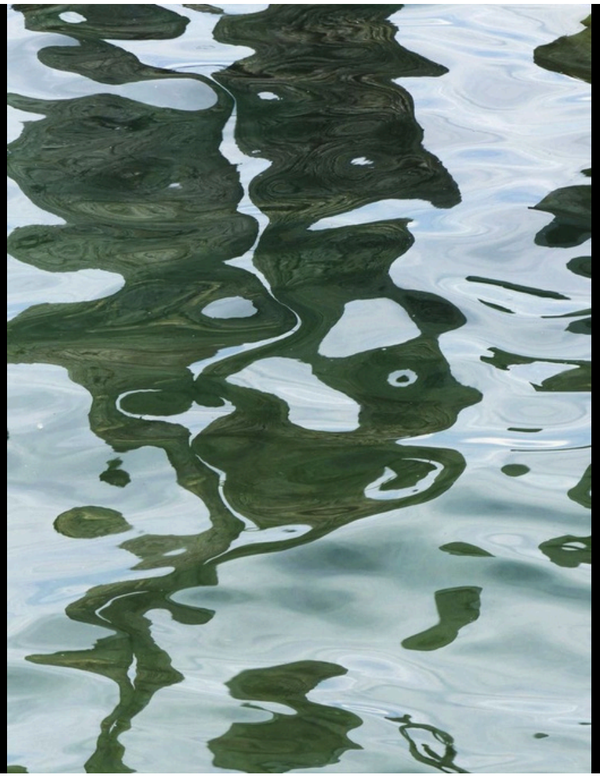
Brand Values | Sustainability



Dior has launched a plan to develop regenerative agriculture projects in collaboration with committed local stakeholders.



This approach aims to revitalize soils, restore ecosystem functions, and strengthen the socioeconomic stability of farming communities.



Dior is working alongside partners to measure water footprints, reduce water withdrawals, and manage effluent.

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Brand DNA | Sustainability

- In 2024, **97%** of their leathers came from LWG certified tanneries
- **76%** of Dior's cotton was sourced from organic or recycled supply chains
- **71%** of their wool purchases was primarily certified organic or from the Responsible Wool Standard
- **59%** of their silk came from organic supply chains.

Dior's goal by 2026 is to achieve 100% certified strategic raw materials to strengthen the sustainability and responsibility of their supply chain.



Green Washing | Sustainability

In 2024, a Milan court placed Dior brand under judicial administration for a year after an investigation found two of its Chinese-owned subcontractors exploited their workers.

- Workers were forced to sleep in the factory
- Be available around the clock, 24 hours per day.
- Forcibly removed safety equipment to allow workers to operate faster.
- A number of workers were illegally immigrated into Italy



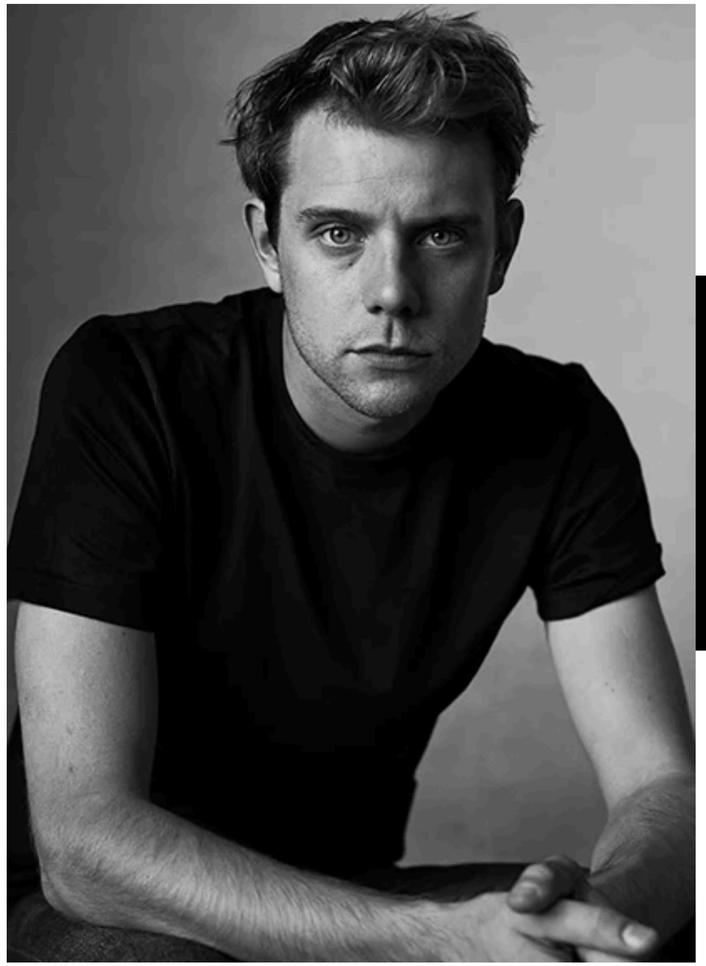
Jonathan Anderson Dior

Originally from Northern Ireland, Jonathan was born in 1984.

Founded JW Anderson in 2008

LVMH bought stake in JW Anderson in 2013 and at 29 he was appointed creative director at Loewe

In 2025 he arrived at Dior and oversees the men's, women's and couture fashions



Jonathan Anderson Design Style

- Surrealism
- Nature Inspired
- Gender Fluidity
- Historical References
- Craftsmanship
- Playfulness

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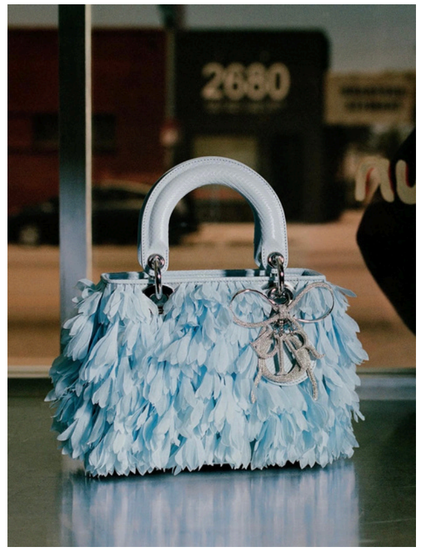
Jonathan Anderson Dior 2027 Cruise Collection



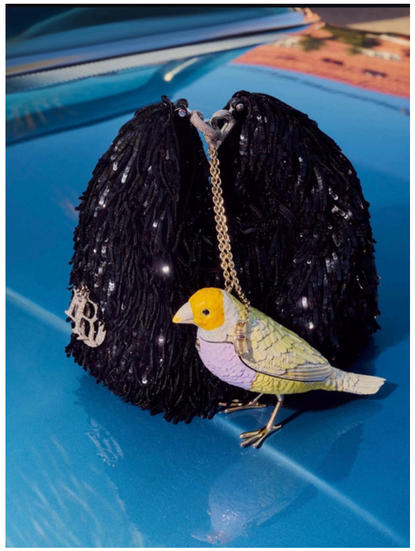















Whimsical

Nature Inspired

Florals & Colorful

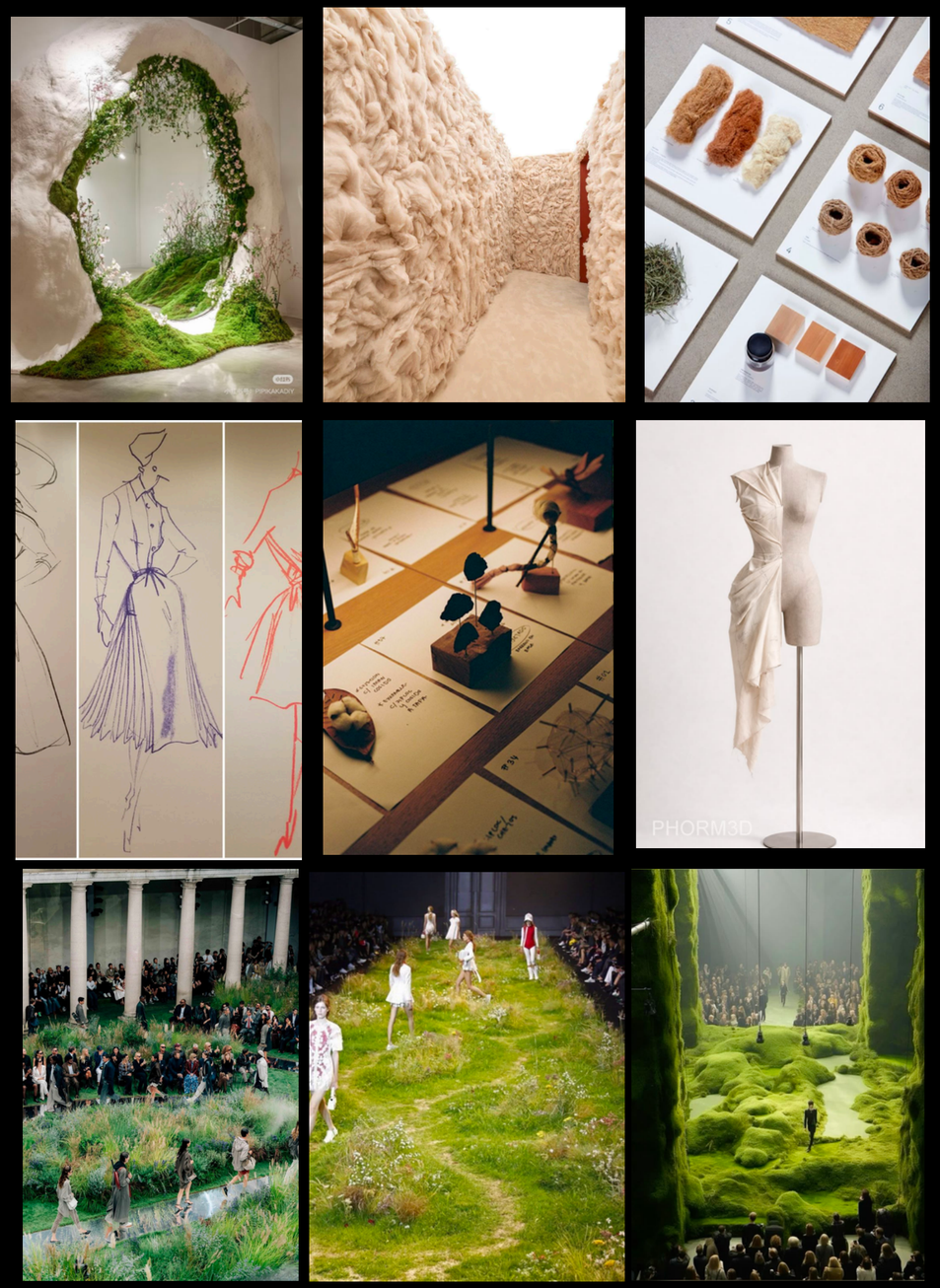
Sustainability Initiative

Dior: From Fabric to Bloom

- Earth Day Spring/Summer runway launch
- Fashion Exhibition
- Collaborations with sustainable partners
- Regenerative and responsible materials
- Nature-inspired Jonathan Anderson aesthetics
- Transparency and storytelling

Exhibition Title

- The Seed
- The Material Lab
- The Atelier
- The Bloom / Runway



Dior

Sustainability | Partnership

B Corp Certification is a business certification that verifies a company's social, environmental, and governance impact

When you certify as a B Corp, it signals to customers, employees, and investors that your company is committed to responsible business practices that benefit people and the planet, not just shareholders.

Chloé is the only brand among the luxury landscape that is B Corp certified



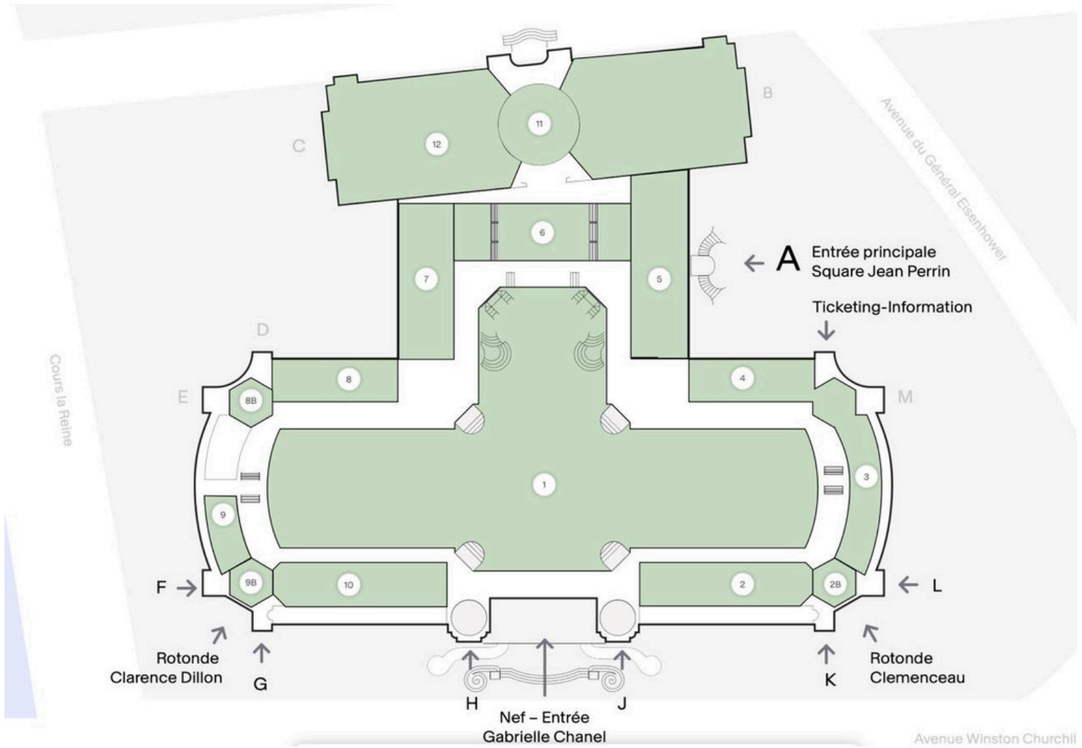
Sustainability Initiative | Collection Collaborators

Material	Partner	Purpose
Organic cotton	The Cotton Group	They prioritize sustainability and ethical production. Their strategic goals focus on high-quality manufacturing, reducing environmental impact
Silk	Anuprerna	A specialized fabric wholesaler in Paris that supplies artisanal, sustainable fabrics to designers and boutiques. They offer a transparent, tech-enabled supply chain for handcrafted silks with full traceability
Leather alternatives	ICTYOS	A major French innovator that supplies "sea leather" (upcycled fish skins) to luxury brands. They are a frequent partner for sustainable Parisian houses looking for exotic, eco-friendly alternatives.
Feather alternatives	Maison Février	A legendary Parisian workshop that works closely with Dior Beauty on a limited addition collaboration in the past while adhering strictly to international conservation conventions.

All of these Brands are sustainable, they are either local to Paris or Europe. These brands are all B Corp certified and they will help bring legitimacy to the Dior sustainability initiative / collection

Location

- The Grand Palais is in Paris and allows Dior to create a fully controlled immersive environment



Grand Palais

75008 Paris, France







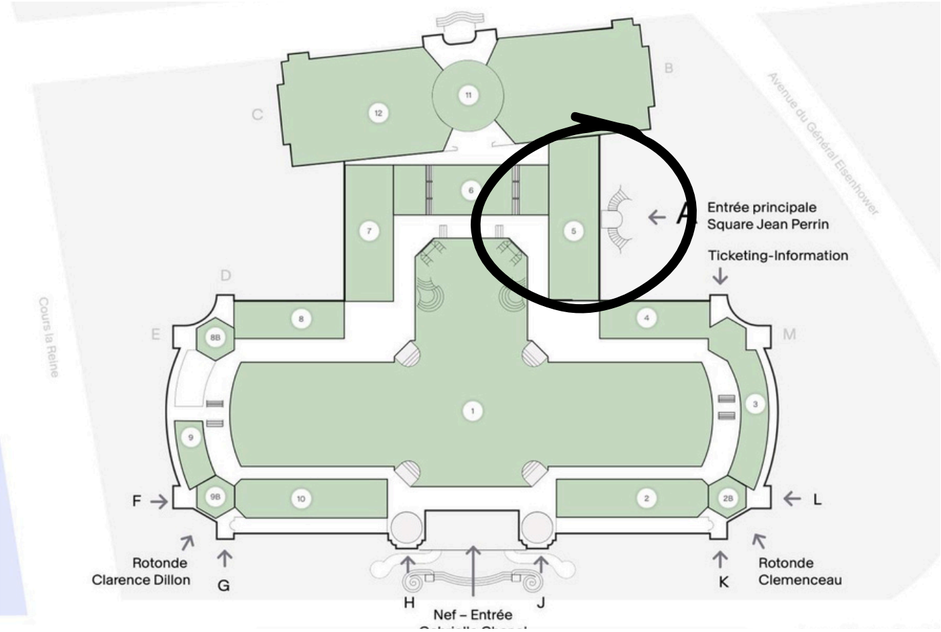
Dior

Gallery Details | The Seed

Guests enter a nature-inspired environment featuring regenerative cotton, sustainable silks, leather alternatives, and botanical elements that represent the raw origins of each garment.

Guest Get To:

- Touch raw sustainable materials
- See cotton fibers, silks, feather alternatives
- Discover where materials come from



Grand Palais







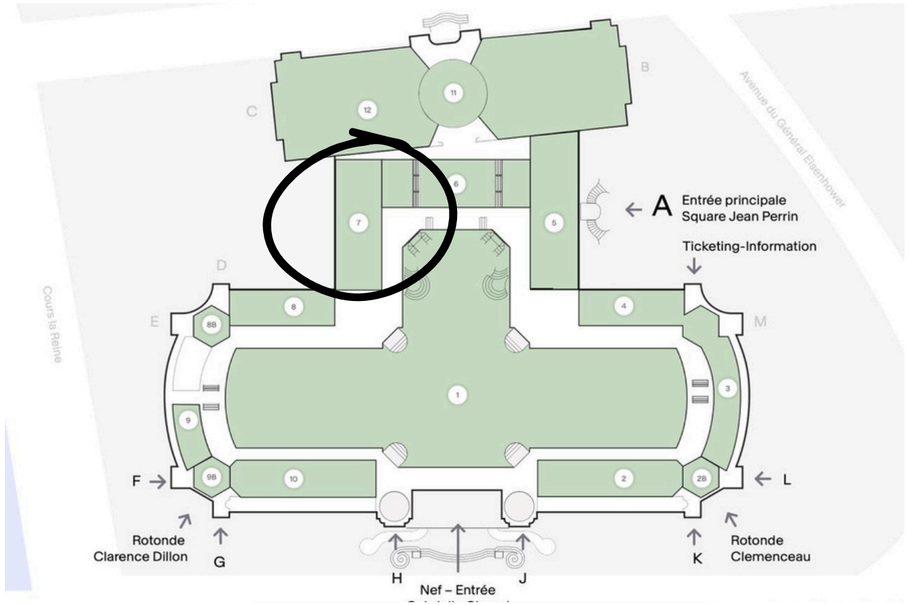
Dior

Gallery Details | The Material Lab

Material Lab reveals the transformation of raw materials into couture textiles through innovation, collaboration, and transparency.

Guest Get To:

- Explore sustainable material and textile innovations
- Learn the journey from fiber to fabric
- Learn about Dior's network of farmers and collaborators



Grand Palais







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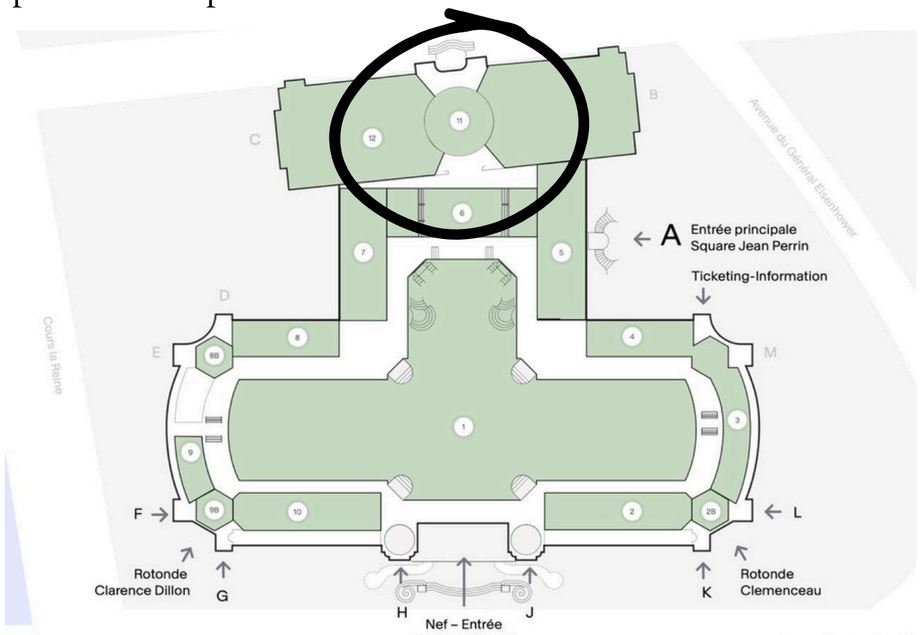
Gallery Details | The Atelier

The Atelier highlights that sustainability is not only about responsible materials, but also about preserving the human skill and craftsmanship that give luxury its lasting value.

Guest Get To:

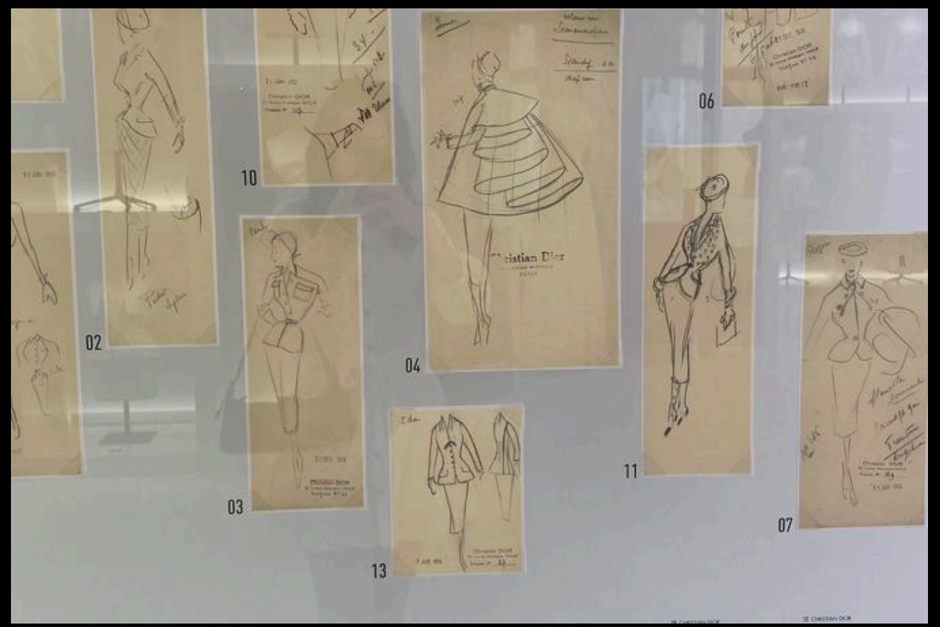
- Observe embroidery and couture craftsmanship
- Explore sketches, fabric draping, and garment construction
- Experience the process behind Dior savoir-faire



Grand Palais







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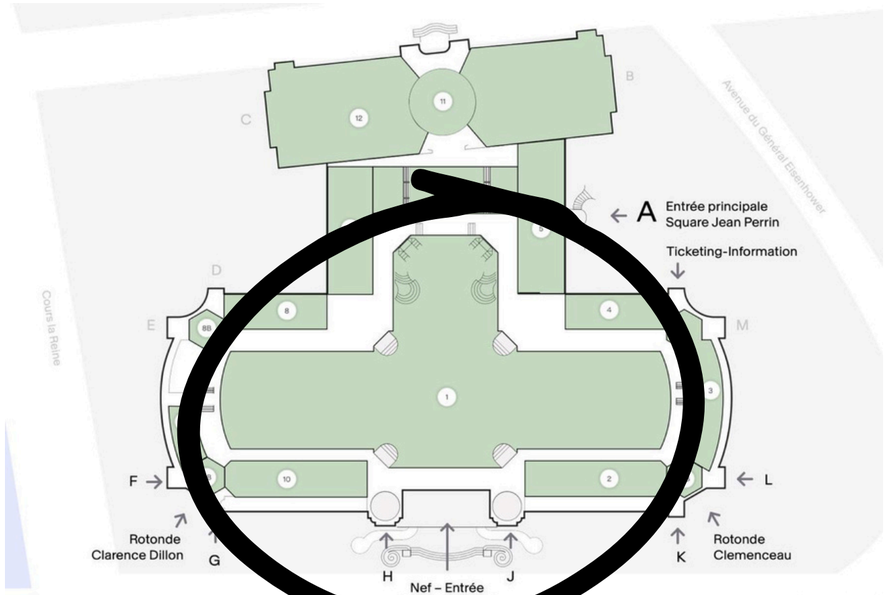
Bloom Details | Runway Details

Bloom serves as the final chapter of the Dior: From Fabric to Bloom exhibition, here is where materials, innovation, and craftsmanship evolve into couture.

Runway Details

- grass and moss patched floors
- sculptural trees
- wild flowers blooming
- oversized surreal flowers



Grand Palais







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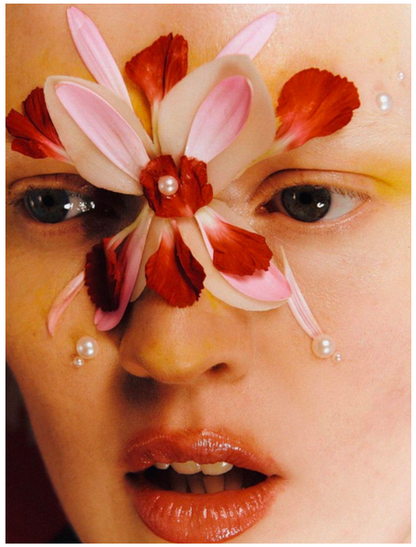
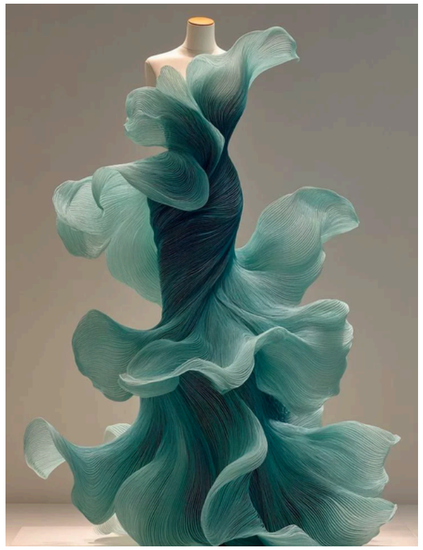
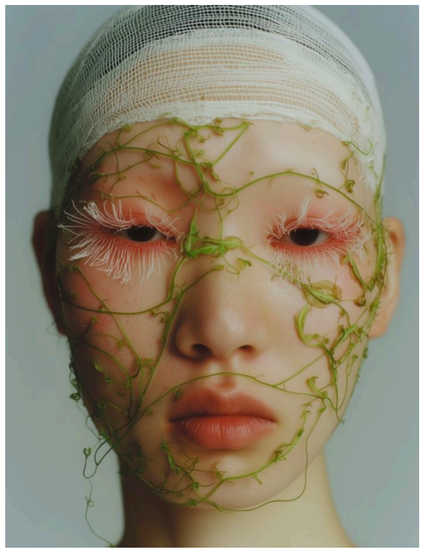
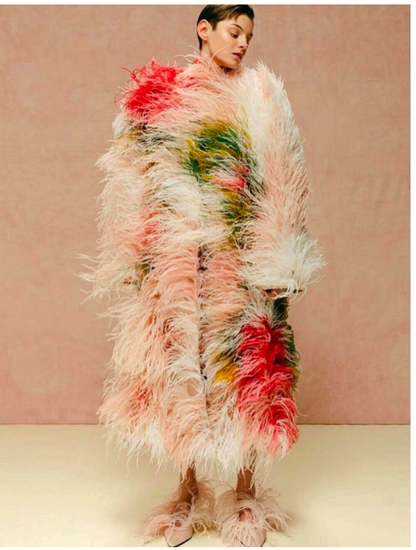
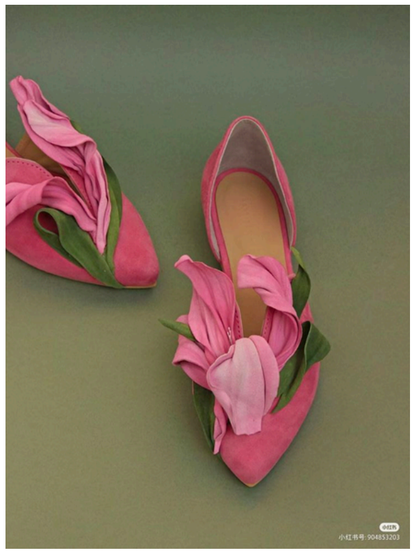
Dior: From Fabric to Bloom | Collection Moodboard










Whimsical

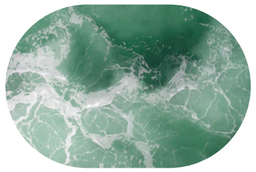
Nature Inspired

Florals & Colorful

Key Themes



Himalylan Salt pink



Ocean Blue



Sand



Aloe Green



Natural Elements & Fluid Movement



Earth Elements: Florals & Sand

Collection Details | Goals

One collection won’t make Dior 100% sustainable but they can work towards that with B Corp by their side for this collection.

This Collection Will

- Support Dior's B Corp-Aligned Journey
- Expand Sustainable Material Integration
- Educate Consumers Through Experience

Success Metrics

- Increased engagement with sustainability suppliers
- Positive consumer sentiment and trust perception
- Press and earned media coverage
- Increased awareness of Dior's environmental initiatives









Target Audience

Customer Profile

Young luxury consumers aged 22–35 who value authenticity, creativity, and cultural relevance in fashion.
Digitally engaged and socially aware, they are drawn to immersive experiences, transparent storytelling, and emotionally driven luxury.
They admire Dior's couture heritage, but increasingly expect visible environmental responsibility and honest brand actions.

Consumer Characteristics

- Fashion-conscious and trend-aware
- Interested in sustainability
- Skeptical of greenwashing
- Engaged with social media and experiential luxury

Why This Audience Fits the Campaign

"From Fabric to Bloom" transforms sustainability into a visible and emotional luxury experience — aligning with Gen Z's desire for transparency and authenticity.



Dior

Media and Marketing

Promotional Press

- Large-scale billboards placed throughout Paris featuring campaign visuals and some with minimal imagery

- Light pole banners
  - Around parks, museums, and high traffic areas surrounding the Grand Palais
  - QR codes





Dior

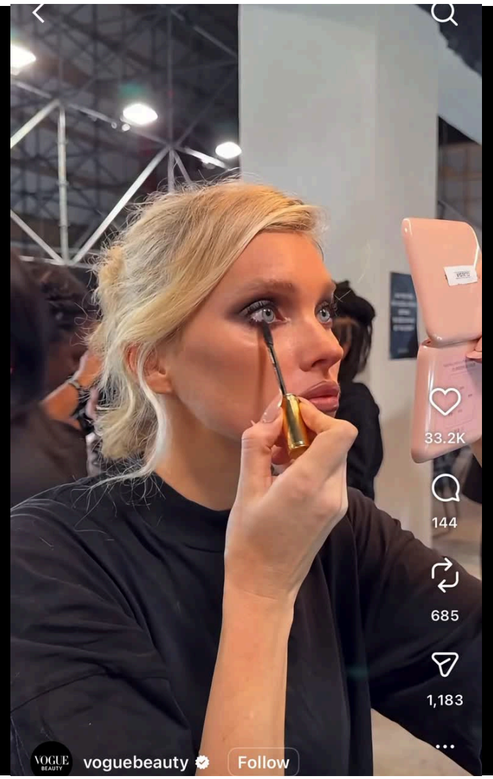
Media and Marketing



Dior’s Website



Complex Feature



Vogue Get Ready With Dior

Consumer Timelime

Q1: Awareness

- Paris billboards
- Light pole banners

Q2: Consideration

- Vogue GRWM
- Complex feature
- BTS content

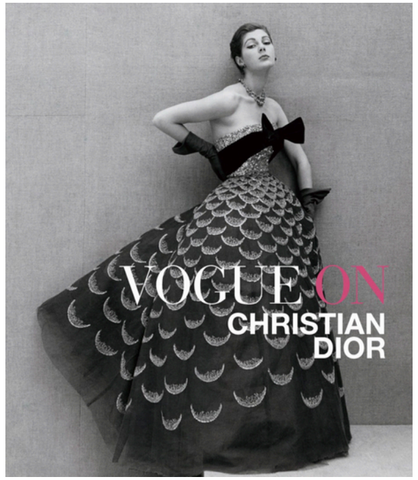
Q3: Conversion

- Earth Day exhibition
- Runway Show
- Press event

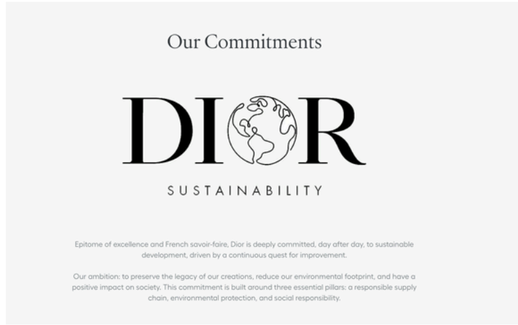
Q4: Loyalty

- Always-on content
- Sustainability updates









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Conclusion

“From Fabric to Bloom reimagines sustainability not as a claim, but as an immersive luxury experience built on transparency, craftsmanship, and emotional connection.”

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