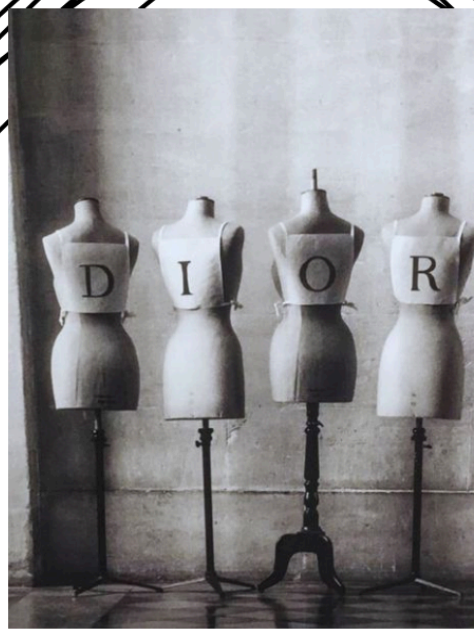


and back of heart
I hope you don't get hurt
Dear, I love you
Help me please help to be in
your with you. Keep your with
I and a rest of my life with I and
hold my life in my hold your hold my
Sorry, love lies I your life Sorry,
all in all



DiOr

writing
portfolio

December 2024

by Keira Shannon



Intro Course Reflection.....	2
Personal, LinkedIn & Twitter Bios.....	3
Cover Letter.....	4
SEO Blog.....	5
Social Calendar.....	11
Media Pitch.....	17
Press Release.....	18
Profile / Q&A.....	20
Marketing Email.....	23
Crisis Email & Media Statement.....	25
Opinion Editorial.....	26

Intro | Course Reflection

When I chose Dior as the brand to focus on this semester, I felt a mix of excitement and intimidation. Writing for such an iconic name—one synonymous with sophistication, artistry, and timeless luxury—felt like stepping into a world far larger than myself. At first, I saw the challenge as mimicking perfection, carefully studying Dior’s campaigns, press releases, and voice to mirror its elegance. But as the semester unfolded, I realized that writing for a brand like Dior isn’t about replication—it’s about understanding the story, honoring the legacy, and finding a way to make it my own.

The turning point came during the **SEO blog** assignment. For the first time, I felt like I wasn’t just writing *about* Dior—I was contributing *to* Dior. Styling outfits inspired by their current collection and weaving their voice with my perspective allowed me to connect with the brand on a deeper level. It wasn’t about getting every word perfect; it was about telling a story that resonated. That assignment showed me how storytelling can make a product part of something larger, blending heritage with modern relevance.

From there, I started to push the limits of what I could do. My **social media calendar** for the Lady Dior denim bag became an exercise in imagining Dior’s future—how to modernize a legacy while respecting its roots. It challenged me to think strategically and creatively, proving that luxury storytelling doesn’t have to feel untouchable to remain timeless. My proudest moment, though, came with the **opinion editorial**, where I was able to elevate my own voice while staying aligned with Dior’s values. It was a chance to express what I believed while honoring the brand’s identity, a balance I didn’t know I could strike at the start of the semester.

What made this journey transformative was the process of revision. Professor Mayowa’s feedback taught me the power of clarity, brevity, and purpose—three lessons I will carry with me far beyond this class. Each rewrite brought me closer to understanding how impactful writing isn’t about saying more, but about saying what matters. Beyond that, I found something unexpected: a community. My classmates’ support and collaboration made this class feel like more than an academic experience. I felt like I was surrounded by a team of writers rooting for each other, celebrating our progress and shared creativity.

This course didn’t just teach me to write—it gave me the confidence to step into the world of luxury brand storytelling. Dior challenged me to blend creativity with precision, to trust the process, and to find my voice within a larger narrative. I’m leaving this semester not just as a stronger writer but with a clear vision for my future: one where I craft stories that inspire, connect, and endure in the world of luxury branding.

Personal, LinkedIn & Twitter Bios

Long Form Bio:

Keira Shannon is a third-year student at Boston University's College of Communication, majoring in public relations and double minoring in entrepreneurship and hospitality. Her love for the luxury fashion industry began with her early work organizing community events and leading fashion projects. In high school, Keira co-founded YouthTank Detroit, an entrepreneurial program empowering inner-city students to build their own businesses. As Head of Brand Image and Community Outreach Coordinator, she designed a custom merchandise line—featuring t-shirts, holographic stickers, and trucker hats—that raised over \$5,000 and educated more than 400 students. In Boston, Keira became a fashion branding intern at House of Jax, where she organized a 12-look luxury fashion show at the Liberty Hotel. She also developed the social media strategy for JAX Skincare, earning the brand a feature in *Vogue*. At Boston University, Keira serves as Director of Internal Events for Alpha Phi, managing four large-scale events for 200+ guests and overseeing a \$40,000 budget. During the Summer of 2024, Keira studied abroad in Paris, specializing in customer experience management through hospitality courses. She also earned the Inside Louis Vuitton Moët Hennessy certificate, deepening her fashion business knowledge. Upon graduation, Keira is eager to apply her creativity and continue learning new skills to build her career in the luxury fashion industry.

LinkedIn:

Hi, I'm Keira! I'm a junior at Boston University majoring in Public Relations with minors in Entrepreneurship and Hospitality.

At House of Jax, I created the social media strategy for JAX Skincare, which earned a feature in *Vogue*. I also organized a 12-look fashion show at Boston's Liberty Hotel, gaining valuable experience in the luxury fashion industry.

At BU, I serve as Director of Internal Events for Alpha Phi, managing four annual events for 200+ guests and overseeing a \$40,000 budget. During the Summer of 2024, I studied abroad in Paris, focusing on customer experience management and earning the Inside Louis Vuitton Moët Hennessy certificate. Upon graduation, I'm excited to apply my creativity and grow my career in the luxury fashion industry.

View my portfolio: keirashannon.com

Twitter: pr major @combu • vogue is my bible • intern at @houseofjax • keirashannon.com

Cover Letter

Subject: Public Relations Internship Application

Dear Sylvia,

From flipping through my mom's vintage Dior magazines to visiting La Galerie Dior during my summer abroad in Paris, Dior has been a defining part of my journey. Seeing the brand's craftsmanship firsthand strengthened my admiration and inspired me to help shape its future. As a PR student at Boston University with experience in luxury retail, I am eager to bring my skills and passion to Dior's NYC office as a Public Relations Intern for Summer 2025.

As a fashion branding intern at House of Jax, I hosted a luxury fashion show at Boston's Liberty Hotel, led buying meetings with international brands, and managed the social media strategy for JAX skincare, which was featured in Vogue for its clean ingredients and best-selling balancing oil. Managing the boutiques' communication channels allowed me to blend fashion with communication, and I'm eager to learn from the luxury communications experts at Dior.

In addition to studying PR, I am also minoring in hospitality and entrepreneurship, which has further honed my communication skills and eye for design. My favorite hospitality class was in Paris, which specialized in customer experience management and partnered with luxury Paris hotels. These experiences taught me how to create innovative customer designs with luxury lenses.

Christian Dior quotes, "Whatever you do—whether for work or pleasure—do it with passion!" As someone with a passion for fashion, I am eager to have the opportunity to work for Dior's timeless brand. My resume is attached, and I welcome the opportunity to speak with you further about my qualifications. Thank you for your time and consideration.

Sincerely,

Keira Shannon

keiras@bu.edu

(248)-303-8886

SEO Blog

SEO keywords/phrases: It bag, Lady Dior, Paris Fashion Week

The IT Bag Returns to Paris Fashion Week; 5 Ways to Wear the Iconic Lady Dior Bag This Fall

Is our Lady Dior Bag still crowned the “it” bag for fall 2024? Since its debut in 1995, our Lady Dior has remained a symbol of timeless sophistication, solidifying its place as a cornerstone of every luxury wardrobe. This season, our creative director, Maria Grazia Chiuri, reaffirmed its iconic status with a show-stopping feature at our Spring/Summer 2025 show at Paris Fashion Week.

Want to feel like you just stepped off the Parisian runway? Here are five ways to style your iconic Lady Dior Bag this fall.

Office-Chic

As the office-siren trend dominates the fashion industry this season, our Lady Dior bag is perfect for elevating your professional wardrobe. Its polished structure exudes class and sophistication, which can be added to any office-approved outfit.

[Medium Lady Dior Bag](#) (Black Grained Cannage Calfskin, \$6,500)



Pair with:

- [Structured Blazer](#) (30 Montaigne Bar Jacket, \$5,000)
- [Wide-Leg Trousers](#) (Black Silk Flared Pants, \$3,000)
- [Sleek Pointed Heels](#) (Dior Triables Slingback Pump, \$1350)
- [Statement Watch](#) (La Mini D My Dior, \$7,300)
- [Simple Studs](#) (Petite CD Mini Stud Earrings, \$420)
- [Bold Lip](#) (Rouge Dior Lipstick, \$52)

Red-Obsessed

Red is undeniably the color of the season, so why not make a statement? This bold yet casual fit adds to our modern style without compromising timeless appeal. Pair our vibrant red Lady Dior bag with our chic red-accented collection, creating a fall look that is both eye-catching and simply Dior.

[Small My Lady Dior ABCDior Bag](#) (Bright Red Cannage Lambskin, \$6,000)



Pair with:

- [Miss Dior Sweater](#) (Ecrú Cashmere and Silk Knit, \$2,600)
- [Dark-wash wide-leg jeans](#) (Denim Couture Flared Jeans, \$2,000)
- [Red Ballet Flats](#) (Dioramour Dior Ballet Flat Red, \$980)
- [Statement Sunglasses](#) (Miss Dior S1I, \$520)
- [Heart Necklace](#) (Dioramour Je Vous Adore Necklace, \$580)
- [Heart Dangle Earrings](#) (Dioramour Je Vous Adore Earrings, \$420)
- [Red Nail Polish](#) (Dior Vernis, \$32)

Dinner for Two

Romance is in the air, and our Lady Dior Bag knows how to turn heads with its sophisticated and elegant design. Pair your IT bag with a sleek, Parisian-style outfit that will make for the most glamorous evening.

[Mini Lady Dior Bag](#) (Black Strass Cannage Satin, \$5,000)



Pair with:

- [Eiffel Tower Slip Dress](#) (A-Line Mid-Length Dress, \$5,800)
- [Couture Dior Earrings](#) (White Gold and Diamonds, \$13,400)
- [Bois De Rose Necklace](#) (White Gold and Diamonds, contact boutique)
- [Bois De Rose Bracelet](#) (White Gold and Diamonds, \$36,100)
- [Silver Dior Eyeshadow Palette](#) (Diorshow Mono Coloeur, \$35)
- [Slingback Heels](#) (J'Adior Slingback Pump, \$1,150)

Girls Only Brunch

The Lady Dior bag is your ultimate companion for a relaxed yet refined look for your fall Sunday brunch. This ensemble reflects our sophistication in every detail and allows your style to shine.

[Medium Lady Dior Bag](#) (Blue Graphic Cannage Denim, \$6,700)



Pair with:

- [Perfect White Blouse](#) (White Cotton Poplin, \$2,400)
- [Boyfriend Jeans](#) (Blue Denim with Dior Oblique Interior, \$2,150)
- [Matching Slides](#) (Dio(r)evolution Slide, \$750)
- [Dior Oblique Mitzah Scarf](#) (Navy Blue Silk Twill, \$250)
- [Miss Dior Bracelet Set](#) (Black and White, \$420)
- [30 Montaigne Freesia Card Holder](#) (Blue Dior Oblique Jacquard, \$390)

Fall Monochrome Moment

When the temperature drops, we suggest a sleek all-black ensemble that will keep you warm without compromising style. The exclusive black monochrome Lady Dior bag pairs well with this sharp yet functional outfit.

[Medium Lady Dior Bag](#) (Black Ultramatte Cannage Calfskin, \$6,500)



Pair with:

- [Turtleneck Sweater](#) (Black Cashmere and Silk Ribbed Knit, \$1,800)
- [Macroannage Bomber Jacket](#) (Black Quilted, \$3,700)
- [Macroannage Miniskirt](#) (Black Quilted, \$2,250)
- [Sleek leather boots](#) (D-Shadow Heeled Boot, \$1,690)
- [Dior Oblique Scarf](#) (Technical Cashmere, \$1,850)
- [Dior Tribales Gloves](#) (Black Velvet Lambskin, \$1,650)

Feeling Inspired?

Our Lady Dior bag remains a timeless icon. To see the Lady Dior bag walk down the runway and learn more about Paris Fashion Week, click [here](#).

To purchase the iconic Lady Dior bag for yourself, click [here](#) for the entire catalog.

Social Calendar

Monday
10.14.24

Instagram: (1)



A new era of Lady Dior.

Stay tuned.

10.15.24 ❤️

[#LadyDior](#) [#DenimDior](#)

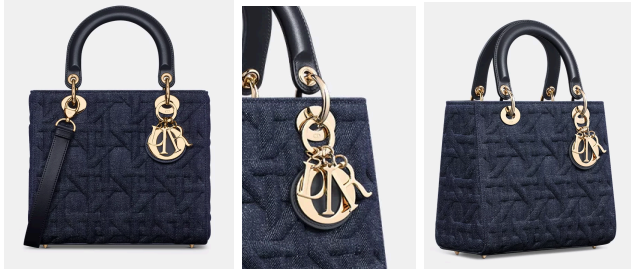
Twitter (1):

(photo carousel)



Rooted in Legacy.

[#Throwback](#) to Paris 1995, Princess Diana and her [#LadyDior](#) were a perfect pair.

	Stay tuned for the unveiling of our newest creation on 10.15.24...#DenimDior 📺 ✂️ 🌟
Tuesday 10.15.24	<u>Instagram: (2)</u> IG Carousel of photos:  Just like your favorite jeans, the #LadyDior is the perfect fit. Discover our new #LadyDior in blue denim with the iconic Cannage motif and 3D House icon. The newest edition features a modern twist on a classic, including D.I.O.R charms with a pale gold finish that creates an effortlessly polished look. Its removable leather strap allows it to be worn as a crossbody or carried by hand. Experience the #DenimDior collection—now available at https://www.dior.com/ladydior <u>Twitter (2):</u>



Denim Domination.

Like your favorite pair of jeans, the [#LadyDior](#) is your perfect fit ❤️

Explore the collection now <https://www.dior.com/ladydior>
[#DenimDior](#)

Facebook (1):

Timeless elegance, now in denim.

The newest [#LadyDior](#) reimagines our iconic design with a modern twist. This specialty is crafted in hand-dyed blue denim and features the signature Cannage motif and 3D House icon.

Explore the Dior Denim collection at <https://www.dior.com/ladydior>

How will you style your [#DenimDior](#)? Share your thoughts below ❤️

Wednesday
10.16.24

Tik Tok (1):

Premise of Video:

Pop Quiz featuring Rihanna (face of J'adore Dior):

- Rihanna would pick paper questions out of the new denim Lady Dior purse and try to answer Lady Dior history questions

Caption:

Did you beat @Rihanna on the Lady Dior pop quiz? 🌟

#DenimDior #StarsinDior

LinkedIn (1):



At #Dior, passion is at the heart of our creations.

Our latest addition to the Lady Dior Collection, #DenimDior, reflects our legacy and contributions to the fashion world. Creative Director @MariaGraziaChiuri reimagines the iconic design to create a piece that exudes casual couture.

Our denim-dominated Lady Dior features the iconic Cannage motif, 3D House icon, and modern gold-plated Dior charms. Its design respects tradition while adding a fresh twist to the collection.

Watch the creative journey behind #DenimDior in our full interview with @MariaGraziaChiuri [here](#)

Facebook (2):

Here's how Rihanna styles her #DenimDior bag with outfits that will never fade. Whether it's daytime chic or nighttime elegance, her #LadyDior is always by her side.

Which of Rihanna's #DenimDior looks is your favorite? 🌟 📺

Thursday 10.17.24	<u>Instagram (3):</u>  @BellaHadid styles her #DenimDior with classic elegance and timeless allure: frayed blue denim, a sleek leather jacket, white pointed-toe heels, slicked-back hair, and signature black sunglasses. Show us how you style your #DenimDior with elegance 🌟👗👜 <u>Twitter (3):</u> Denim. Dior. Delivered. Our new #DenimDior blends classic elegance with modern design. How are you styling your new Lady Dior icon? 🌟
Friday 10.18.24	<u>TikTok (2):</u> <u>Premise:</u> Behind the Scenes: Launching #DenimDior - Have an informal interview with creative director Maria Grazia Chiuri about her inspiration for the bag - Showcase sketches of the Lady Dior Denim Bag and showcase the craftsmanship behind the piece <u>Caption:</u> #InsideDior with Creative Director Maria Grazia Chiuri as she unveils the inspiration behind #DenimDior 📧👗

LinkedIn (2):



At [#Dior](#), we pride ourselves on quality craftsmanship and sustainability.

Our newest collection, [#DenimDior](#), features our iconic Cannage Motif design in blue denim. Our craftsmen hand-quilt each bag, using over 18,000 stitches, to create the legendary pattern.

Rooted in sustainable values, Dior's [#MyDreaminGreen](#) program ensures our creations make a lasting impact on both fashion and the world. This collection's dark wash denim is ethically sourced, honoring timeless style with mindful craftsmanship.

Explore our 2024 sustainability pledge and Dior's commitment to purposeful craftsmanship here:

https://www.dior.com/en_us/fashion/news-savoir-faire/folder-news-and-events/dior-sustainability

Media Pitch

Reporter: Lucy Maguire (fashion trends editor at Vogue)

Her recent pitches include [Kim Jones to Exit Fendi](#) and [David Koma Appointed Creative Director of Blumarine](#)

Subject: Exclusive Interview Opportunity with Dior's First Spanish Global Brand Ambassador

Hi Lucy,

On October 23, Dior will announce its latest partnership with Spanish singer Rosalia, launching the much-anticipated **Rosalia x Lady Dior campaign**.

Rosalia is a two-time Grammy winner celebrated for her unique blend of avant-pop and Spanish music. The partnership dates back to the 2024 MET Gala, where she wore a custom-made black gown designed by Maria Grazia Chiuri, our creative director.

We're excited to invite you for an exclusive interview with Rosalia on October 21 at our NYC headquarters to celebrate this historic partnership. Rosalia can share more insight on the campaign's creative vision and her unique role as our global brand ambassador. You'll have a one-on-one meeting with her from 9 a.m. to 10 a.m., followed by the opportunity to stay for her campaign photo shoot.

Please let us know at your earliest convenience if you can join us for this special occasion on October 21 at 9 a.m.

Warm Regards,
Keira Shannon

DIOR

DIOR

Dior Launches First Summer Pop-Up Spa Experience in Aspen

ASPEN, Colo. (June 13, 2024) — Today, Dior unveiled its first-ever pop-up spa in Aspen, celebrating the launch of Maria Grazia Chiuri's Fall 2024 Dioriveria capsule collection. From June 13 to Sept. 2, 2024, the spa will transform three treatment rooms, a pool deck, and a hot tub cabana at Aspen's Little Nell Hotel. Marking as the first full spa residency in the United States, the pop-up is the first in a series of global immersive experiences to bring the Dioriveria collection to life.

The collaboration will bring savior fare to the Colorado mountains, featuring nine luxurious treatments from the coveted Les Solutions Professionnelles line. The spa's specialty, Dior Aspen Ritual, offers a 90-minute deep tissue massage or facial followed by an infrared sauna session. Other offerings include the D-Balance acupuncture massage, the L'or De Vie Miracle Rock Crystal antioxidant facial, and the anti-aging Kobi-Dior facial.

"Aspen perfectly embodies the collection's timeless spirit," said Gerald Chevalier, International Events Director at Christian Dior Couture. "This marks the first unveiling of the Toile de Jouy Soleil aquamarine design, transforming The Little Nell's spa, pool deck, and jacuzzi into a haven of luxury and relaxation. It has been an honor to bring Maria Grazia Chiuri's artistic vision to life through this immersive experience, offering a unique way to connect with the Dioriviera collection in such a remarkable setting."

Aspen's Dior boutique will offer an exclusive selection of pieces featuring the signature Toile de Jouy Soleil aquamarine design. The entire Dioriviera collection will also be available at the boutique for the duration of the pop-up event. For more information on the Dior pop-up spa, click [here](#).

About Dior

Christian Dior Couture is a French multinational luxury fashion house founded in 1947 by French fashion designer Christian Dior. It is part of the LVMH conglomerate and has over 280 boutiques worldwide, with headquarters in the iconic 30 Avenue Montaigne in Paris, France. For more information, visit LVMHDior.com.

Contact:

Keira Shannon

keiras@diorlvmh.com

248-303-8886

BU's Hidden Athlete: A Q&A with the Data Science Major Who Can Play It All



By **Keira Shannon** Nov 20, 2024

BOSTON — Each semester, Sean’s backpack tells a story. Some things remain constant: his Starbucks uniform, neatly folded and faintly smelling of espresso, and his laptop, perpetually low on battery after long days of data science and advertising homework. But one thing always changes—his sport of the semester. One fall, it’s a tennis racket tucked into the side pocket. By winter, basketball shoes take its place. Most recently, a hockey stick pokes awkwardly out of the bag, marking Sean’s latest challenge.

Meet Sean, a junior with a data science major at Boston University who’s challenged himself to try a different sport each semester in college. Born in Russia and adopted by a California family, Sean’s childhood is filled with memories of learning tennis from his grandmother and cheering for the San Francisco 49ers with his parents.

During his freshman year, Sean started by returning to a familiar favorite: tennis, a sport he played throughout high school. By sophomore year, he decided to push himself in new ways, running the B.A.A. Half Marathon in the fall and joining an intramural basketball league in the spring. Now, as a junior, he’s taken on hockey, joining a local league where players of all ages and skill levels hit the ice

together. When he's not playing, he's working on his minor in advertising, taking shifts at the Starbucks on campus, or cheering on BU hockey games with his friends.

Sports have clearly been a big part of your life. What got you into them in the first place?

Growing up as an only child, sports were the easiest way to meet other kids. I started with soccer and T-ball when I was four, and it just clicked—I loved being active, but more than that, I loved how it has brought people together.

And that sense of connection has stuck with you?

Definitely. Even now, things like intramural basketball have introduced me to some of my closest friends. That connection and community are what keep me coming back.

I heard you started learning tennis with your grandma. That's such a unique start. How did that shape your view of sports and relationships?

Being adopted from Russia and coming into a family in California, sports became one of the first ways I connected with them. My grandmother taught me tennis, and my dad played when he was younger, so it became a shared activity that brought us closer.

So, sports were a big family connection for you?

Huge. My family also loved the 49ers—we'd watch games together, cheering or yelling at the TV. And when I started playing sports, my parents were always at my games, supporting me from the sidelines. Sports have always been more than just games—they've been a way for me to build relationships and feel like I truly belong.

BU isn't exactly known for its huge sports culture compared to schools like the Big Ten or Boston College. Did that affect your decision to come here?

Honestly, it didn't impact my decision much. I've never been great at sports, so collegiate-level athletics weren't in the cards for me. I wanted to focus on academics, and BU had everything I was looking for.

Was the lack of a football team a drawback?

A little bit—I even went to a BC game against Syracuse just to see what it was like. But I've found new ways to enjoy sports here. I'd never even watched hockey before coming to BU, and now I'm hooked. Even though BU isn't a big sports school, it's the perfect balance for me—competitive enough to enjoy but not overwhelming.

Since coming to BU, you've been trying a different sport every semester. What inspired that?

College felt like the perfect time to try new things. There's probably never going to be another chance to start fresh with so many different activities, so I've been making the most of it.

How do you decide which sport to try next?

I just pick whatever sounds fun or feels like a challenge. Last semester, I picked up hockey, which has been amazing. I joined a local league with players ranging from beginners to experts, ages 20 to 50. It's not just about learning the sport—it's about stepping out of my comfort zone, meeting new people, and making the most of this time while I can.

You're juggling a data science major and an advertising minor—that's a lot. How do you make time for sports?

Staying active has always been a priority for me. My Thursdays, for example, go from 9 a.m. to 9 p.m. with classes, but I still make time for a 10 p.m. intramural basketball game.

Wow, that's a late night. How do you stay consistent?

If it's something I care about, I plan for it. With intramurals, it's not a huge commitment, but it's something I look forward to and a way to stay balanced.

Where do you see sports fitting into your life after BU?

I definitely see sports staying in my life, whether I'm exploring new ones or sticking with the ones I love.

Do you think your major ties into that at all?

For sure. As a data science major, I'd even like to tie sports into my career—maybe analyzing data for a sports organization or finding ways to connect my skills with my passion for staying active. Sports have always been about connecting with people and challenging myself, so I don't see that changing anytime soon.

What has trying all these sports taught you about yourself?

It's taught me that growth happens when you step outside your comfort zone. Every time I pick up a new sport, I'm reminded that it's okay not to be the best or know everything right away—it's about showing up, learning, and finding connections along the way. Sports have given me more than just skills; they've given me confidence, resilience, and a community I didn't know I needed. That's something I'll carry with me long after college.

Marketing Email

Promotional Email

Subject Line: Naughty or Nice? Discover the Dior Gift Guide for You

—
To our cherished client,

Our gift to you is the ease of elegant holiday shopping—exclusively curated for both the naughty and the nice on your list.



If they're on the naughty list, explore the curated selection of our boldest pieces infused with a touch of daring elegance—perfect for you and loved ones who want to effortlessly make a statement. If they're feeling nice this season, discover Dior's specialty gifts that capture the pure essence of sophistication and grace.

Shop our holiday collection now.

With love and holiday cheer,
Your Dior Team

DIOR

Crisis Email & Media Statement

Media Statement:

“We extend our sympathies to the 32 workers impacted by the conditions from four of our contracted suppliers in Milan. These suppliers violated ethical and legal standards, concealing their practices from our audits. To ensure facilities meet our standards, we will launch a new Industrial Department on January 2, 2025, which will increase in-house production, improve audit processes, and uphold ethical practices going forward.”

Employee Statement:

Subject: Update on Supply Chain Incident

To the Dior Team,

A recent investigation revealed that four of our contracted suppliers in Milan employed 32 workers under conditions that violated ethical and legal standards. These practices were deliberately concealed from our audits. Such actions contradict everything Dior stands for, and we extend our deepest sympathies to those affected.

On **January 2, 2025**, we will launch a new **Industrial Department**, led by [Giorgio Striano](#), to bring more production in-house, improve supplier oversight, and uphold our commitment to ethical practices. Click [here](#) to learn more about how this initiative will impact our work.

Thank you for upholding Dior’s standards. Together, we will navigate this challenge and continue creating the excellence that defines Dior.

Keira Shannon
Human Resources Manager



Opinion Editorial

Christian Dior Understood Luxury—It's Time the Industry Did Too

By Keira Shannon

The luxury industry has lost its soul, prioritizing exclusivity at the expense of authenticity and connection. According to [Bain's 2024 report](#), the loss of 50 million customers highlights Gen Z's waning interest in status-driven advertising. Christian Dior's vision of luxury—as a meaningful and human connection—offers a path forward for the industry to redefine itself and resonate with a new generation.

“Everyone has the right to luxury,” Christian Dior declared over 77 years ago—a bold vision that the industry desperately needs to revisit. For Gen Z, luxury isn't defined by unattainable price tags but by experiences. Dining, travel, and cultural moments that leave lasting memories are now at the heart of what this generation values. Yet, the industry stubbornly clings to exclusivity, hiking prices to the point of alienating the very customers who could shape its future. This shortsighted strategy is unsustainable.

The Dior Café and Galerie Dior in Paris are shining examples of how luxury can be meaningful and accessible. For just \$14—the price of an average museum ticket—visitors can step into the world of Dior at the iconic 30 Avenue Montaigne. It's not about owning something expensive; it's about feeling part of a story, a legacy, and a creative vision. This approach builds relationships and fosters loyalty in a way that exorbitant price tags never will. The rest of the luxury industry needs to note that the future isn't about alienating customers—it's about inspiring them.

Luxury advertising also remains woefully out of touch, relying on outdated, aspirational campaigns that showcase unattainable wealth without offering any real substance. Take [Rolex's recent Oscars campaign](#): a montage of glamorous movie stars wearing Rolex watches, paired with a voiceover that essentially says, “Look how rich and important you'll feel with this watch.” While aspiration has always been part of Rolex's brand identity, the campaign leans too heavily on flaunting status, resting on the brand's reputation instead of offering anything meaningful or new. It feels off-putting—like Rolex is endorsing the same hollow image it should be rising above.

This is where luxury advertising consistently misses the mark. Gen Z already knows luxury is unattainable for most people—that's not news. What this generation wants is to understand *why* these products matter. What makes them worth aspiring to? What craftsmanship, history, and creativity go into making them? Luxury brands should push deeper into their messaging, showing us the artistry behind the product and convincing us of its value. The whole point of advertising is to persuade consumers to *want* the product, not just to remind them it exists. Luxury brands must evolve their messaging to resonate with a generation that values authenticity and meaning, or they risk alienating the customers they hope to inspire.

Critics might argue that exclusivity is fundamental to luxury and that embracing accessibility risks weakening a brand's prestige. They believe luxury's value lies in its rarity and unattainability, distinguishing it from the mass market. Campaigns emphasizing wealth and status may still appeal to ultra-high-net-worth individuals, who remain a significant customer base. However, exclusivity doesn't require alienation. True luxury is defined by exceptional craftsmanship, artistry, and quality that naturally elevate it above the ordinary. Clinging to a narrow focus on the ultra-wealthy ignores the reality that Gen Z will drive nearly a third of luxury purchases by 2030, according to [Bain's report](#).

The luxury industry stands at a crossroads, holding onto outdated exclusivity while alienating a generation that values connection and meaning. Christian Dior's vision of luxury—as something everyone has a right to experience—offers a timeless blueprint for the future. Gen Z isn't asking luxury to abandon its exclusivity; they're asking it to prove its relevance. If the industry can't show this generation why it matters, it won't just lose customers—it will lose its future.