



DIOR

For All

# DIOR

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Dior was founded in 1946 by French fashion designer Christian Dior. Dior truly believes in excellence and crafts unique products that reflect elegance and timeless luxury. Dior is committed to an inclusive culture and opposes all forms of discrimination.



# AD CONCEPT - DIOR FOR ALL

Showcasing Dior's stand for inclusivity and focusing on products for a diverse consumer segment, the Ad will use #DIORSTANDSWITHYOU and will exhibit people of different color. With that, Dior will focus on vibrant colors to celebrate cheerful lives and freedom from all kinds of discrimination. The focus will be on models with different skin tones which symbolize that Dior has products for all.

**Plot** - The Ad showcases Dior's inclusive culture that opposes all forms of discrimination. The mood of the Ad transits into a more exuberant energy.

**Characters** - People of different skin tones showing diversity.

**Context** - It symbolizes that Dior has products for a diverse consumer segment and it celebrates a more cheerful energy by incorporating vibrant colors in the Ad.



#DIORSTANDSWITHYOU



# MOOD BOARD

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# GIF CONCEPT

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The GIF will start by showcasing people of different skin tones. Each photo grid will have vertical and alternating transition. The GIF will have Dior's logo that will burst to form a colorful grid of pictures. The photo grids will have reverse motion which will align them back to their original place. The GIF will end with fading photogrids where the filters will keep on switching and Dior For All will pop-up with #DIORSTANDSWITHYOU.

# GIF STORY BOARD



DIOR





# MICRO-MOVIE CONCEPT

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The Micro-Movie will start with clips of Dior's runway show. It will showcase diversity through transition of clips with people of different skin tones. The micro-movie includes mixture of colorful and neutral clips to showcase inclusivity with a more cheerful energy. Few of the clips will have cross dissolve transitions. The micro-movie will end with the GIF that transits into a frame with the title "Dior For All" with a #DIORSTANDSWITHYOU.

**Title** - Dior For All.

**Hashtag** - #DIORSTANDSWITHYOU.

**Duration** - 58 secs.

**Music** - Benjamin Tissot's House Music.

**Mood** - Inclusivity, diversity and cheerful energy.

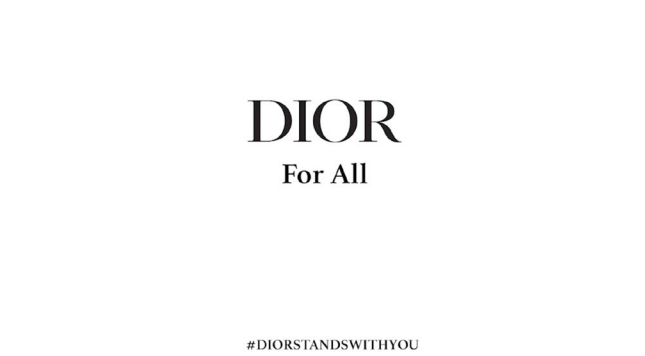
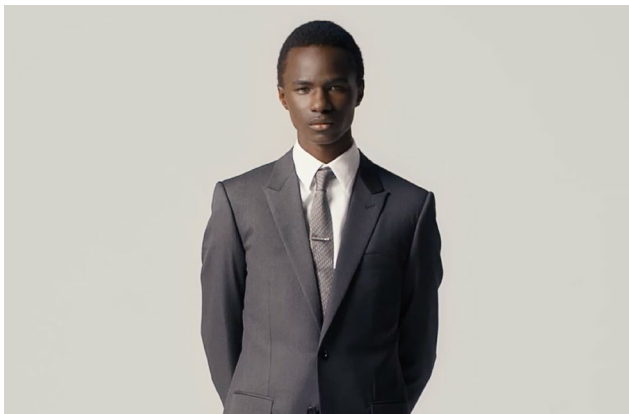
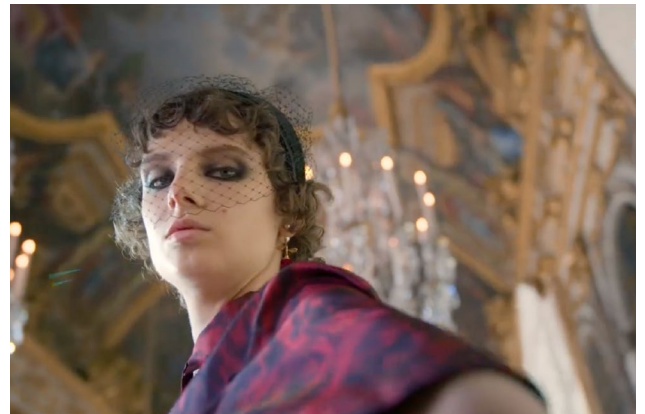


**DIOR**  
For All

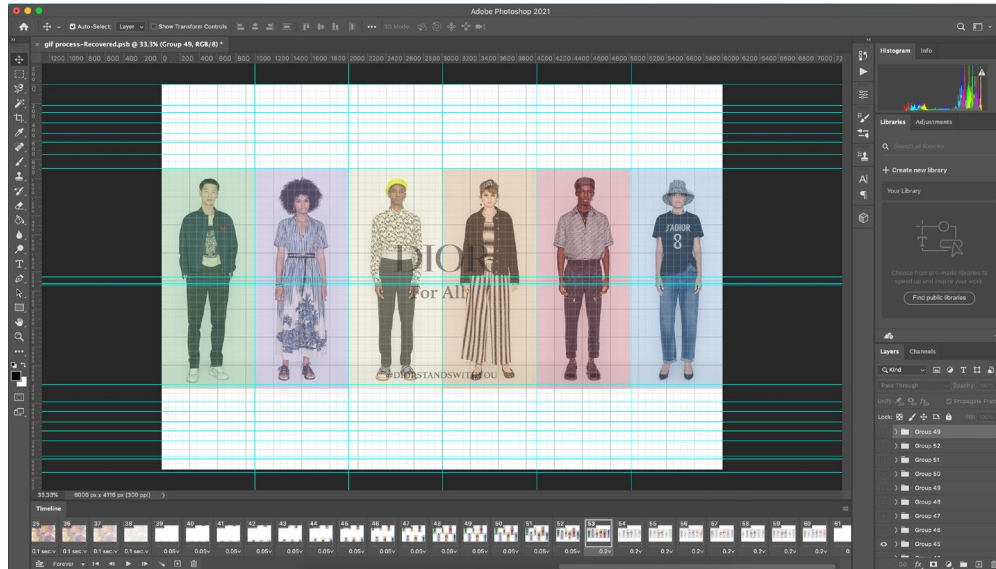
#DIORSTANDSWITHYOU



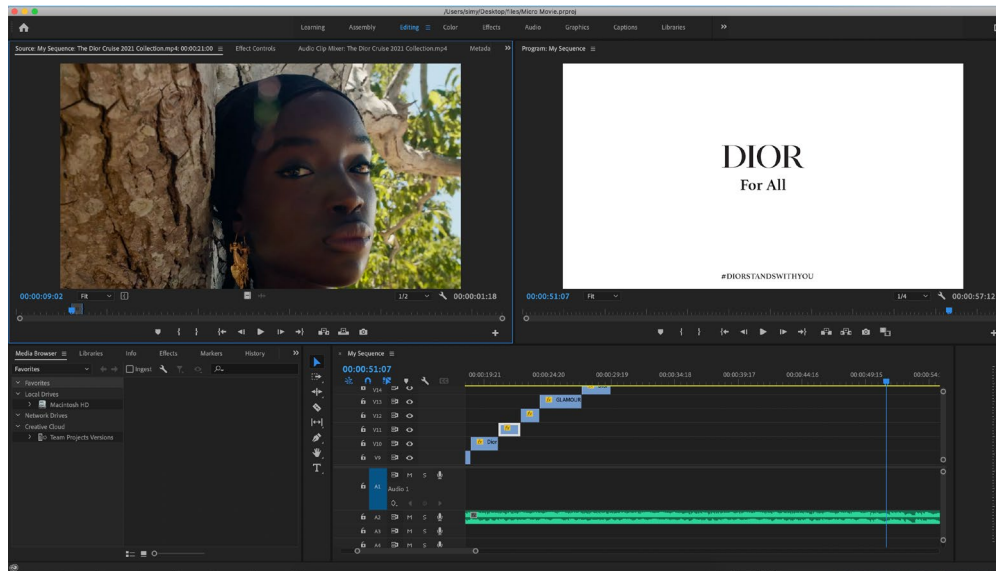
# MICRO-MOVIE STORY BOARD



# SOFTWARES USED



GIF - Adobe Photoshop



Micro-Movie - Adobe Premier Pro

# GIF



*\*Click on the above image.*

# MICRO-MOVIE



*\*Click on the above image.*

# REFERENCES

<https://www.instagram.com/dior/>

<https://www.pinterest.com/pin/333547916134095312/>

## **GIF Images -**

[https://www.dior.com/en\\_us/products/couture-183C526A5128\\_C583-dior-and-shawn-zipped-overshirt-navy-blue-cotton-crepe-canvas](https://www.dior.com/en_us/products/couture-183C526A5128_C583-dior-and-shawn-zipped-overshirt-navy-blue-cotton-crepe-canvas)

[https://www.dior.com/en\\_us/products/couture-113C519A4751\\_C075-dior-oblique-pixel-hawaiian-shirt-pale-blue-and-navy-blue-silk-twill](https://www.dior.com/en_us/products/couture-113C519A4751_C075-dior-oblique-pixel-hawaiian-shirt-pale-blue-and-navy-blue-silk-twill)

[https://www.dior.com/en\\_us/products/couture-013C501A5134\\_C085-dior-and-amoako-boafo-shirt-multicolor-technical-twill](https://www.dior.com/en_us/products/couture-013C501A5134_C085-dior-and-amoako-boafo-shirt-multicolor-technical-twill)

[https://www.dior.com/en\\_us/products/couture-121R15A6660\\_X5824-long-dress-blue-and-white-silk-canvas-with-dior-palms-motif](https://www.dior.com/en_us/products/couture-121R15A6660_X5824-long-dress-blue-and-white-silk-canvas-with-dior-palms-motif)

[https://www.dior.com/en\\_us/products/couture-113T03B4472\\_X9000-t-shirt-black-cotton-jersey-and-linen-with-dior-in-heart-lights-embroidery](https://www.dior.com/en_us/products/couture-113T03B4472_X9000-t-shirt-black-cotton-jersey-and-linen-with-dior-in-heart-lights-embroidery)

[https://www.dior.com/en\\_us/products/couture-124V44AM210\\_X5645-caro-jacket-navy-blue-ribbed-knit-wool](https://www.dior.com/en_us/products/couture-124V44AM210_X5645-caro-jacket-navy-blue-ribbed-knit-wool)

[https://www.pngitem.com/middle/hmiwmTJ\\_color-bomb-png-photos-color-explosion-transparent-background/](https://www.pngitem.com/middle/hmiwmTJ_color-bomb-png-photos-color-explosion-transparent-background/)

## **Micro-Movie -**

<https://www.youtube.com/watch?v=FPKbCRfLOyA&t=169s>

<https://www.youtube.com/watch?v=BANprGyCufE&t=428s>

<https://www.youtube.com/watch?v=l3eIZhJyO94>

<https://www.youtube.com/watch?v=wVvVU5pzVWg>

<https://www.youtube.com/watch?v=PkPo3Zuo2UY>

<https://www.youtube.com/watch?v=XbfO9L8Bb-Q>

<https://www.youtube.com/watch?v=pZLXLQI7mpA&t=22s>

<https://www.youtube.com/watch?v=sNIWakWKWb4>

<https://www.bensound.com/royalty-free-music/track/house>