



DIOR

By: Eliza Perry & Emily Moore

The Campaign

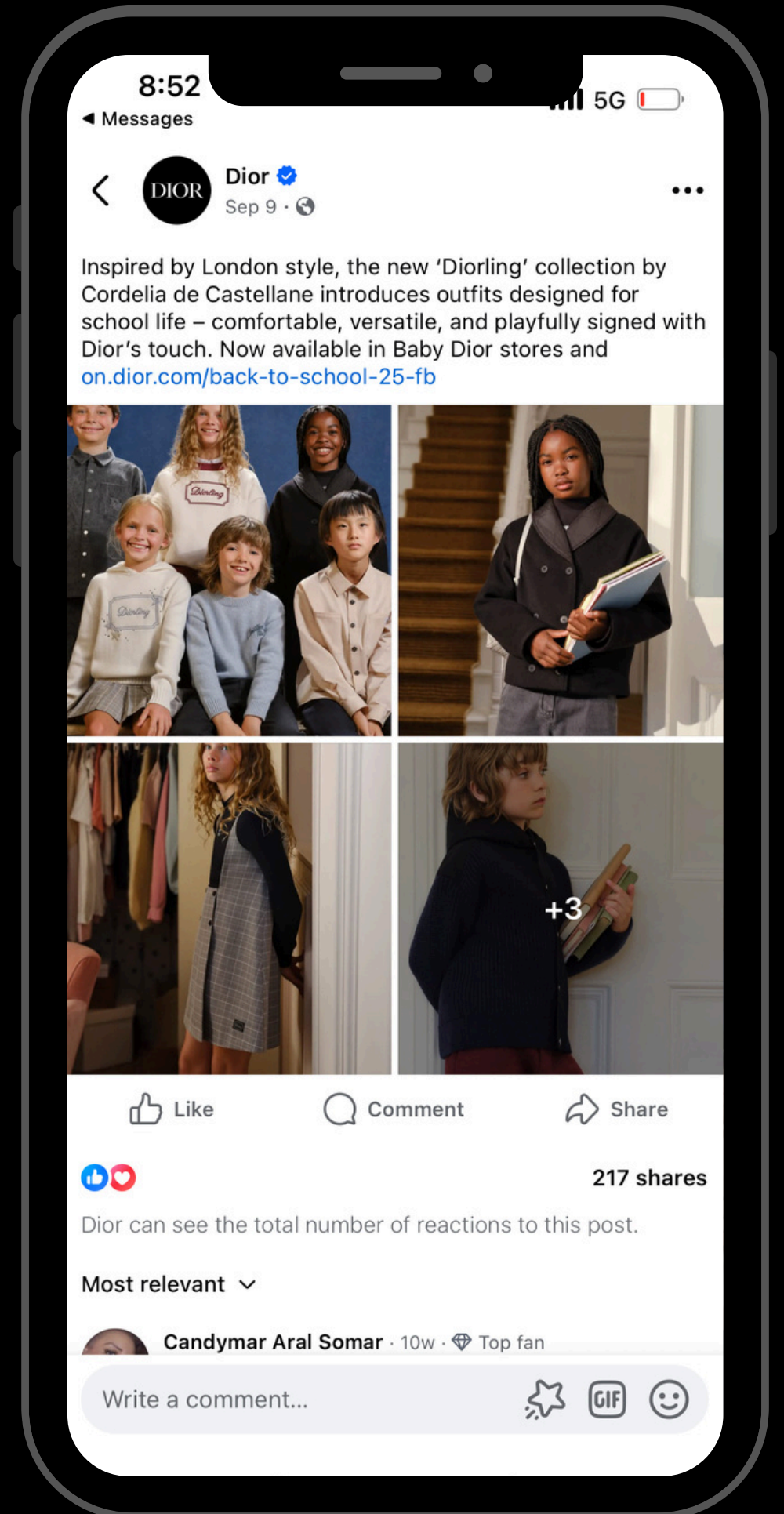
Back to School with 'Diorling'



[Watch video on YouTube](#)

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Audience

Millennial Moms with Money

- HNWI (\$1 mill in assets)
- 25-40 years old

What are they like?

- They're intentional with their aesthetic
- They value luxury for their selves & kids



Audience

Millennial Moms with Money

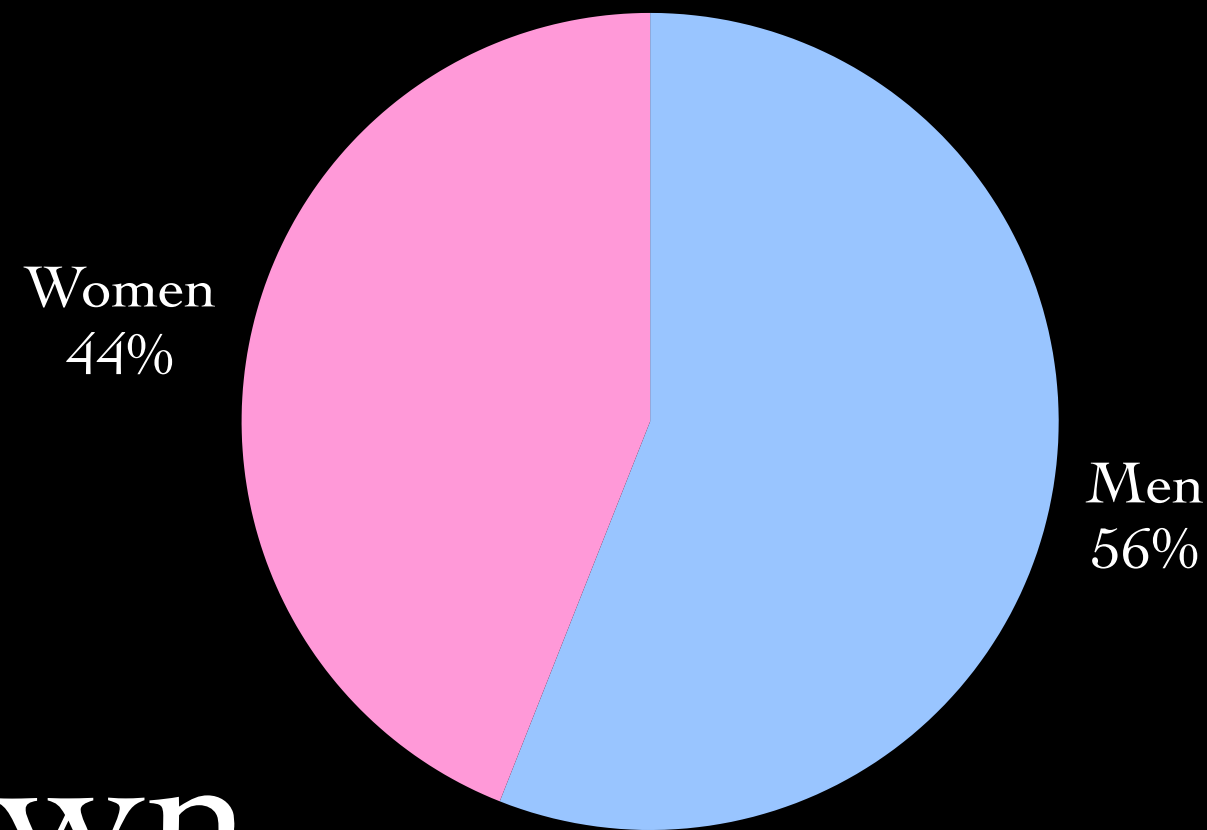
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Why them?

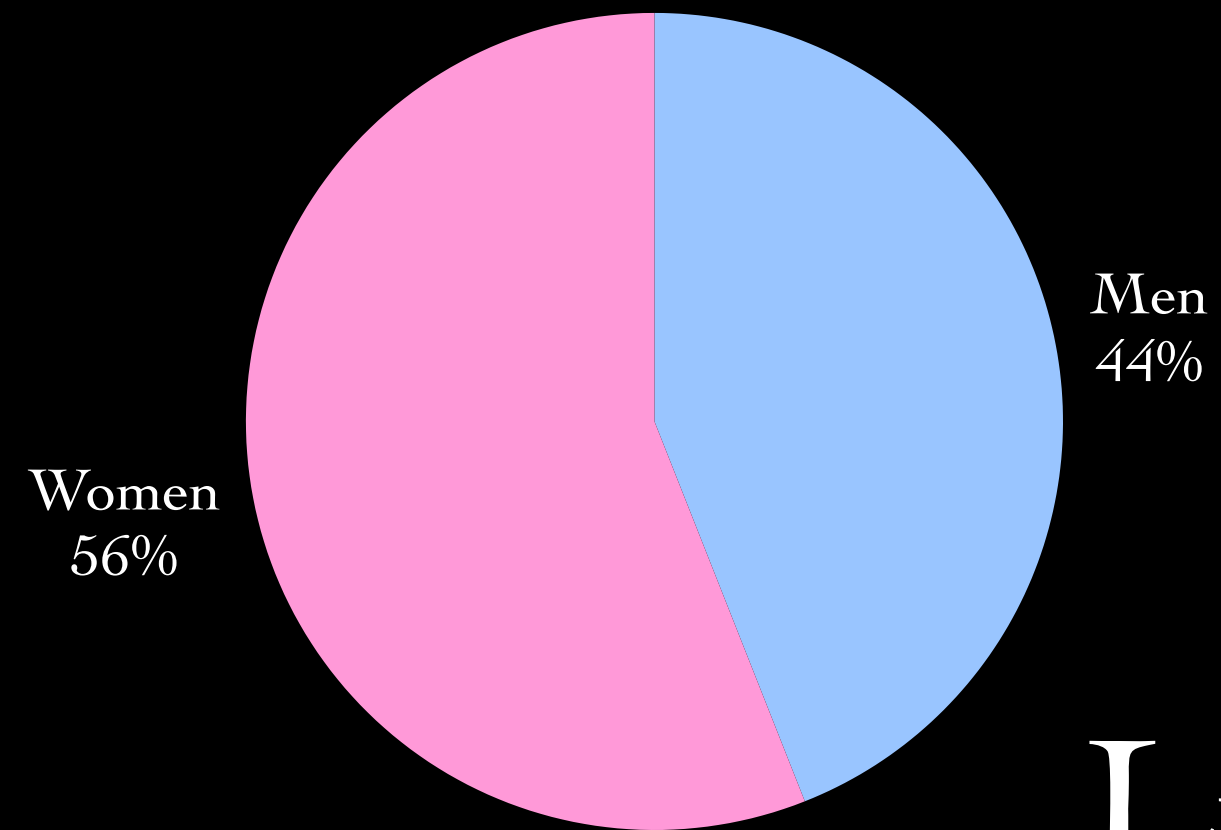
- Women buy Dior
- Moms buy kids' clothes



“Women account for 67% of Dior’s purchases” - Pestel



Own
Luxury Fashion



Like
Christian Dior

“Women account for 67% of Dior’s purchases” - Pestel

“Mothers tend to shop for clothing more frequently than fathers”
- Mintel

Research Findings

“Dior is actively engaging younger demographics, specifically Gen Z (15-24) & Millennials (25-40), who [were] projected to account for 50% of global luxury sales by 2025.” - Pestel

“Consumers want their luxury fashion brands to have authenticity, high value, and exclusivity.” - Statista



Background

Brand Problem: People are faking luxury with fast fashion dupes

Cultural Trend: Kids' fashion choices are steered by social media trends

ZARA



Research Findings

“The activities
adolescents engage
in on social media
are associated with
identity
development”
- NIH

32%
of US kids requested
Labubus or Jellycats this
2025 back-to-school season.

Statista



AMUSEABLES ACCESSORIES BABY BOOKS PERSONALIZED G



Smudge Rabbit Tote Bag

\$90.00

★★★★★ (2 Reviews)

Tension

Ultimately, moms hold the buying power.

Millennial Moms with Money & taste won't buy their kids what's trending.

They want their kids to adopt their love of luxury.



The Goal

Get parents to have pride in dressing their kid in Dior.



Key Message

With Dior, kids can feel
confident in their individuality.





Little things make
life luxurious.



Thank You