

A fashion runway scene with models walking. The text "GO TO MARKET STRATEGY" is overlaid in white serif font. The models are wearing various styles of clothing, including jackets, sweaters, and trousers. The background is a simple runway setting with a dark floor and a light-colored backdrop.

GO TO MARKET STRATEGY

From Tease to Reveal

Closed Preview — All Locations

Pop-ups open exclusively to influencers and press. Dedicated café spaces, collection worn in-situ. Content created, maximum visual output for zero public access.

June 30 – July 1

Public Launch - 4 pop-ups opening

Ho Chi Minh · New Delhi · Sydney · Singapore open in unison. Major media push activated. Travelling clients briefed on each market's unique activation.

July 1

July 2

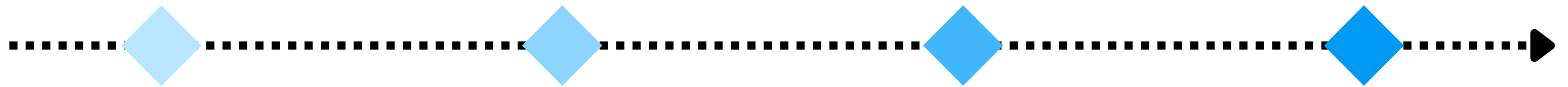
July 2 – Aug 1

Bangkok — Pre-Launch Soirée

VIP clients book pieces before market launch. Private stylist appointments confirmed at Mandarin Oriental for July 2nd.

Full Programme — All Markets

Private stylist sessions, sensory programming, GWP mechanics, VR/AR styling. Cross-market communication drives client travel intent. E-commerce AR layer extends reach nationally.





CROSS-MARKET STRATEGIES

Dior

FROM LV's passport GWP system



Dior

To exclusive cufflinks



PERSONALIZATION

UNIQUENESS
Contry-exclusive cufflink



STATUS SYMBOL
Reserved for connoisseurs

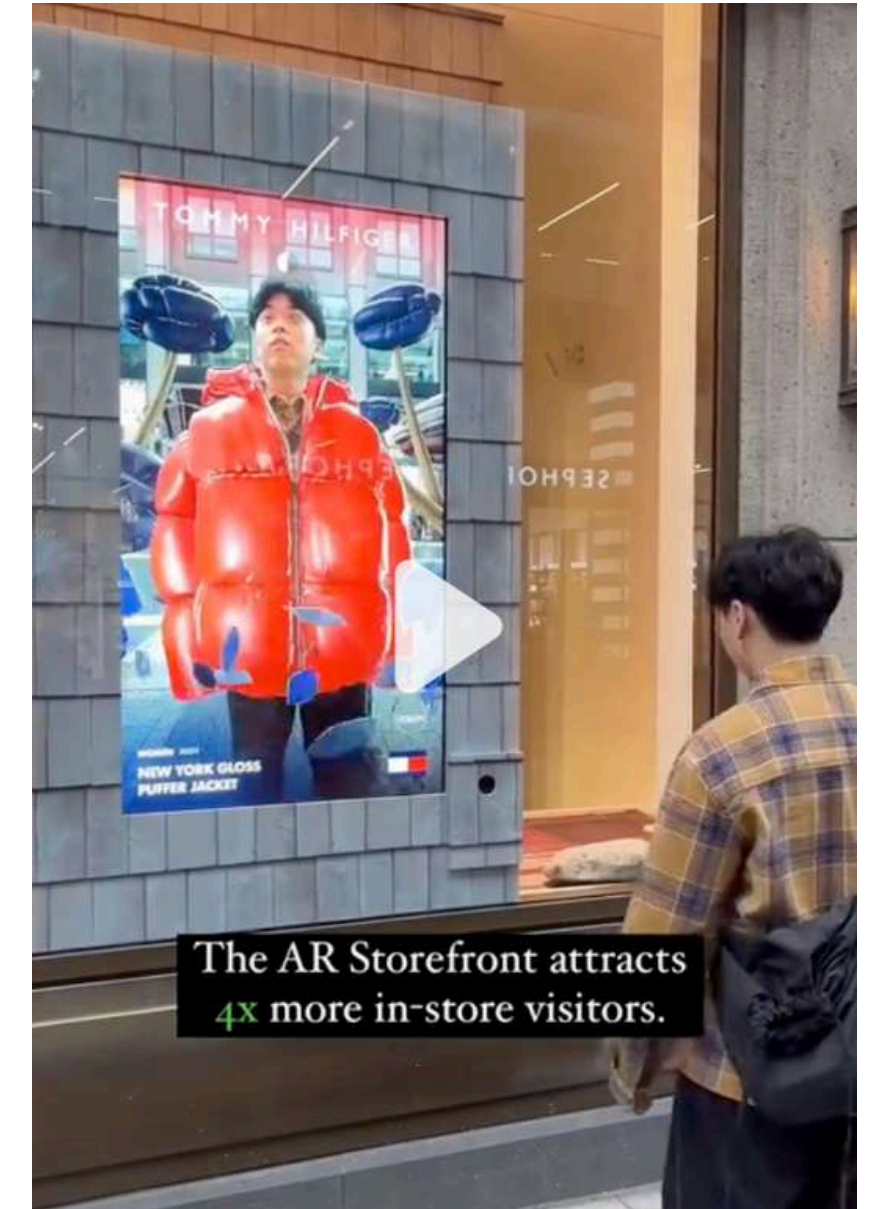
Dior

Personalised Virtual Try-On

Clients visualise full looks with a remote stylist



Deployed across all 5
POP-UPS



Extended to PHYSICAL STORES
& E-COMMERCE

PRIVATE STYLIST NETWORK

Each market hosts a dedicated Dior styling suite inside a heritage luxury hotel



Mandarin Oriental
Bangkok



The Imperial
New Delhi



Hotel Majestic
Saigon



Raffles
Singapore



The Langham
Sydney

Sales Advisors as Maison Ambassadors

The most powerful marketing channel in ultra-luxury is not media — it is word of mouth from a trusted, culturally fluent intermediary. An advisor who understands Anderson's references does not simply sell a cufflink. They transmit a universe.

Dior Arts

Monthly curated gallery visit programme. Advisors are immersed in the Maison's relationship with art, from Christian Dior's personal gallery visits to Anderson's revival of that curatorial instinct.



Dior Reads

In-person reading sessions featuring commentary on the collection's cultural references and contributions from Jonathan Anderson himself.



Dior Run

A run club open to advisors in each market. Builds team cohesion, physical energy, and an organic social media presence.



The Multisensorial Signature

Every pop-up activates all five senses simultaneously, creating an emotional imprint of the Maison that outlasts the transaction.



Visual Immersion

Bangkok: *défilé displayed on walls, the client feels inside the show.*

All markets: *documentary on Dior's craftsmanship streams throughout the space.*



Muguet Signature

A controlled diffusion of lily of the valley : the emblematic fragrance of Christian Dior and the Maison's olfactory DNA.



Défilé Soundtrack

Played throughout each location.

Clients are transported into the world of the show without necessarily having been present at it.



Collection Access

Tactile encounter with Dior materiality drives full-look desire over accessory-only purchase.

The garment sells itself when touched.



French Hospitality

Bangkok: *floral teas, curated cocktails, French fine gastronomy.*

All markets: *floral teas, viennoiseries and small cakes.*

A fashion runway scene with models walking. The text "MARKET ACTIVATIONS" is overlaid in white serif font. The models are wearing various styles of clothing, including jackets, sweaters, and trousers. The background is a simple runway setting with a dark floor and a light-colored backdrop.

MARKET ACTIVATIONS

An aerial photograph of a modern, multi-story building with a distinctive golden, textured facade. The building features a large, octagonal rooftop swimming pool that reflects the sky and surrounding environment. The pool is surrounded by a dark metal railing. The building's facade is composed of numerous small, square, golden-colored panels, each with a central window. The word "DIOR" is visible on the lower part of the building's facade. The building is situated in an urban area with greenery and a road visible in the background.

BANGKOK

Pre-Launch Soirée

July 1, 2026

Pre Launch Soiree



Musée Rodin Staging

The event space at Dior Gold House becomes a living gallery, collection pieces displayed as sculptures, echoing Christian Dior's lifelong love for art and the Musée Rodin.

Private Bookings at the Soirée

Guests reserve pieces before the collection reaches the open market. Booked looks confirmed the morning of July 2nd with a dedicated private stylist at Mandarin Oriental.

VR/AR Styling

Guests visualise themselves in the full collection before any physical try-on. The AR suite is then deployed across retail and e-commerce.

Multisensorial Atmosphere

*Défilé soundtrack & displayed on walls · Muguet scent diffusion
Floral teas & French gastronomy · Collection fully touchable and wearable*



HO CHI MINH CITY

Pop-up store
July 2 - Aug 1

Immersive Savoir- Faire Atelier



Signature Activation

Guests craft their own Dior medallion or arrange a Dior bouquet. Each piece is sealed with Dior's sealing wax : playful - precious - rooted in the Maison's heritage.

Gen Z Rationale

This generation values co-creation and process. Making something in the Dior universe creates ownership, personal narrative, and organic shareability.

Heritage Anchor

The medallion and sealing wax reference Dior's archival codes reinforce the Maison's authority while reframing it as alive and participatory.

***"Once again, I looked to the past to shape the future,
this time with a greater sense of playfulness and the unexpected."***

— Jonathan Anderson



NEW DELHI

*Pop-up store
July 2 - Aug 1*

The "D" Architecture



Architectural Statement

The pop-up exterior takes the form of a giant "D" : the D of Delhi, the D Boot, and Dior's Alphabet collection. A monument visible from the street that generates organic content before the door opens.

Savoir-Faire Atelier

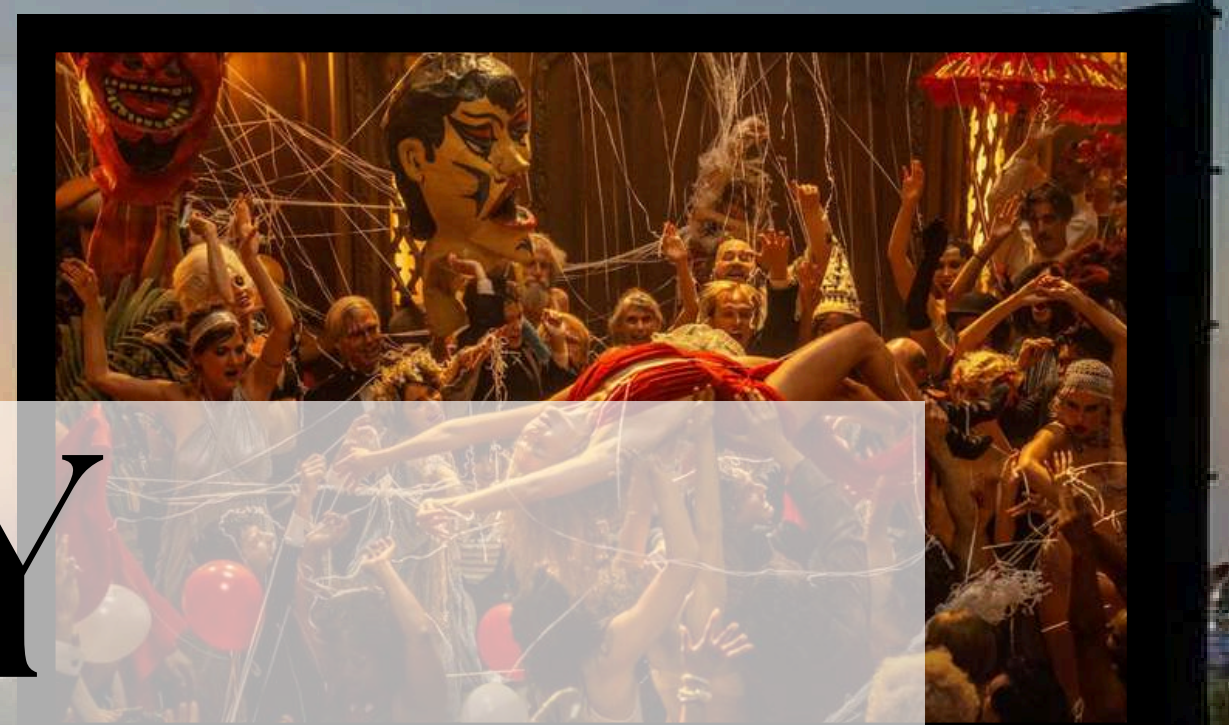
As in Vietnam, Delhi hosts the medallion/bouquet workshop. The shared mechanic creates cross-market consistency for travelling clients while the concept adapts to local contexts.

VR/AR : National Reach

With Delhi as the only pop-up location, the VR/AR tool is critical for reaching Mumbai, Bangalore, Hyderabad and beyond.

SYDNEY

Pop-up store
July 2 - Aug 1



Dior Cinéma Under the Stars



Film Selection

Option A - Babylon (Chazelle) with Margot Robbie, Australian icon, leads a film steeped in the années folles that Anderson references throughout the collection.

Option B - The Great Gatsby (Luhrmann): Shot in Sydney. Opulence and excess map directly onto the collection's aesthetic DNA.

Cultural Fit

Outdoor cinema is quintessentially Australian, immediately resonant and aspirational for the target audience.

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SINGAPORE

Pop-up store
July 2 - Aug 1

Dior Expression Studio



Fluid Art Workshop

Guests interpret Dior's silhouettes through fluid art painting

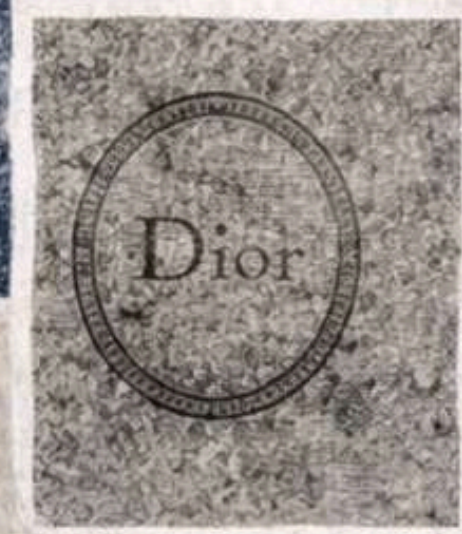
- *Option A: cape patterns inspired by the collection's flowing capes*
- *Option B: snake motifs from the D Boot.*

Market Alignment

Singapore's affluent Gen Z are highly design-literate. An art-led experience speaks to their aesthetic identity. Anderson's reference to Christian Dior's love for art galleries is made literal.

Dior

HERO PRODUCTS



Dior

PRIORITY PRODUCTS ON EACH REGION

INDIA



MAIN PRODUCTS



TOTE BAG
EETHNIC STYLE

SOUTHEAST ASIA



MAIN PRODUCTS



LIGHTWEIGHT
CASUAL

AUSTRALIA



MAIN PRODUCTS



ELEGENCE
HIGH-END LEATHER

A fashion runway scene with models walking. The text "360 ACTIVATION PLAN" is overlaid in white serif font. The models are wearing various styles of clothing, including jackets, sweaters, and trousers. The runway is a long, narrow path with a dark floor. The background is a simple, light-colored wall. The overall atmosphere is professional and high-fashion.

360 ACTIVATION PLAN

Dior



360 ACTIVATION PLAN



- Vogue Thailand, Australia, India & Singapore
- GQ Australia & India
- Elle Thailand & Vietnam
- Harper's Bazaar Vietnam
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MEDIA

- MAGAZINE
- NEWSPAPERS
- DIGITAL



OOH

- Airports
- Billboards
- Digital screens in malls

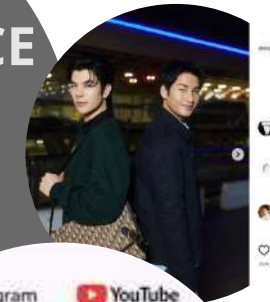
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**360°
Communication
& Media**

INFLUENCERS

DIGITAL PRESENCE

- SEO
- Paid social media
- Influencer collabs



- Hashtags:
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- Pop-up sneak-peaks
- Mix of celebrities, fashion-forward creators, trusted luxury voices, and niche aesthetic creators

ONLINE - CREATORS

South East Asian Influencer



Anh Tu - Vietnamese
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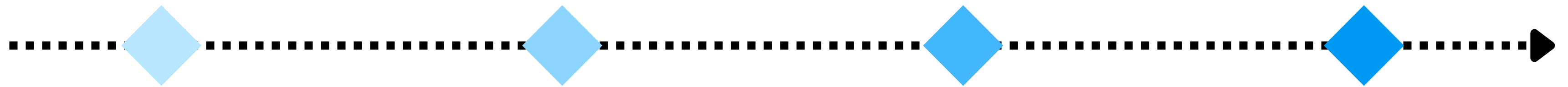
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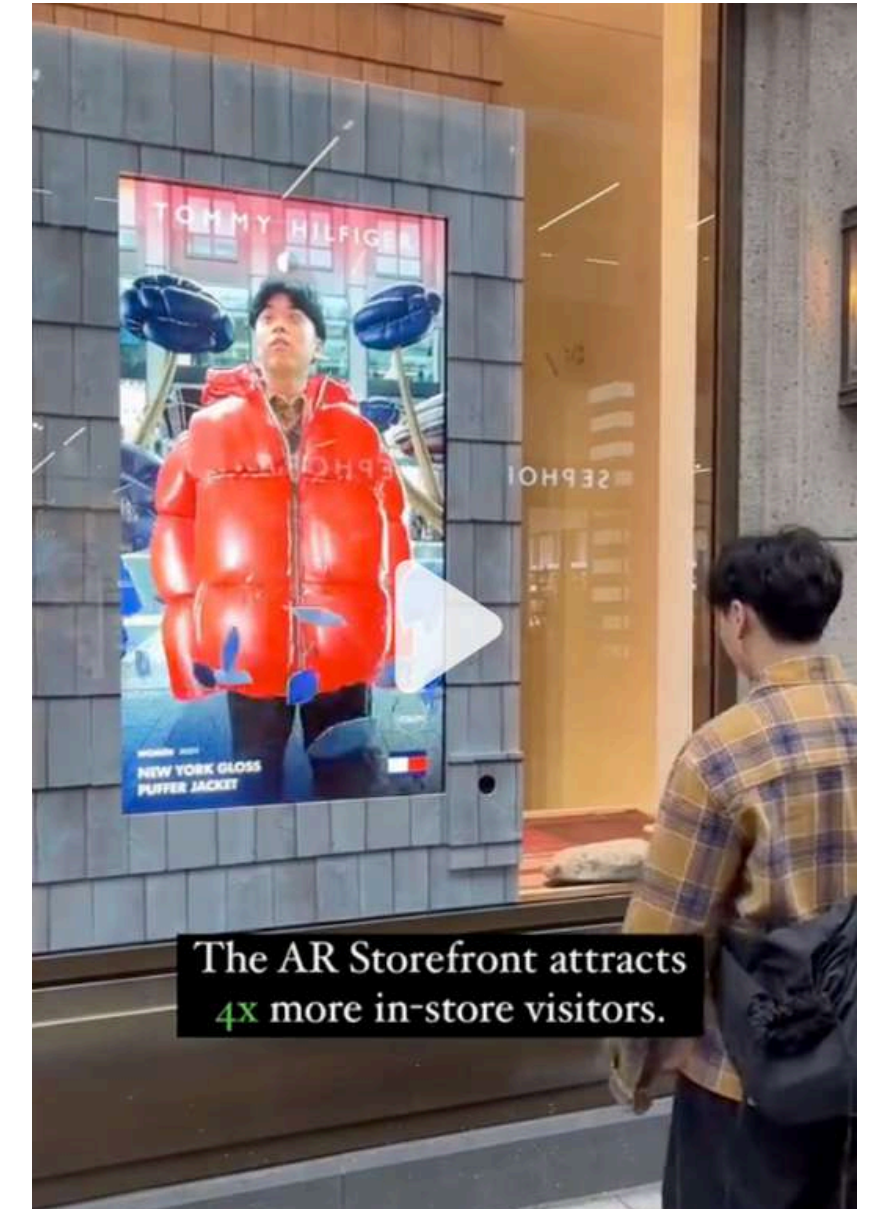
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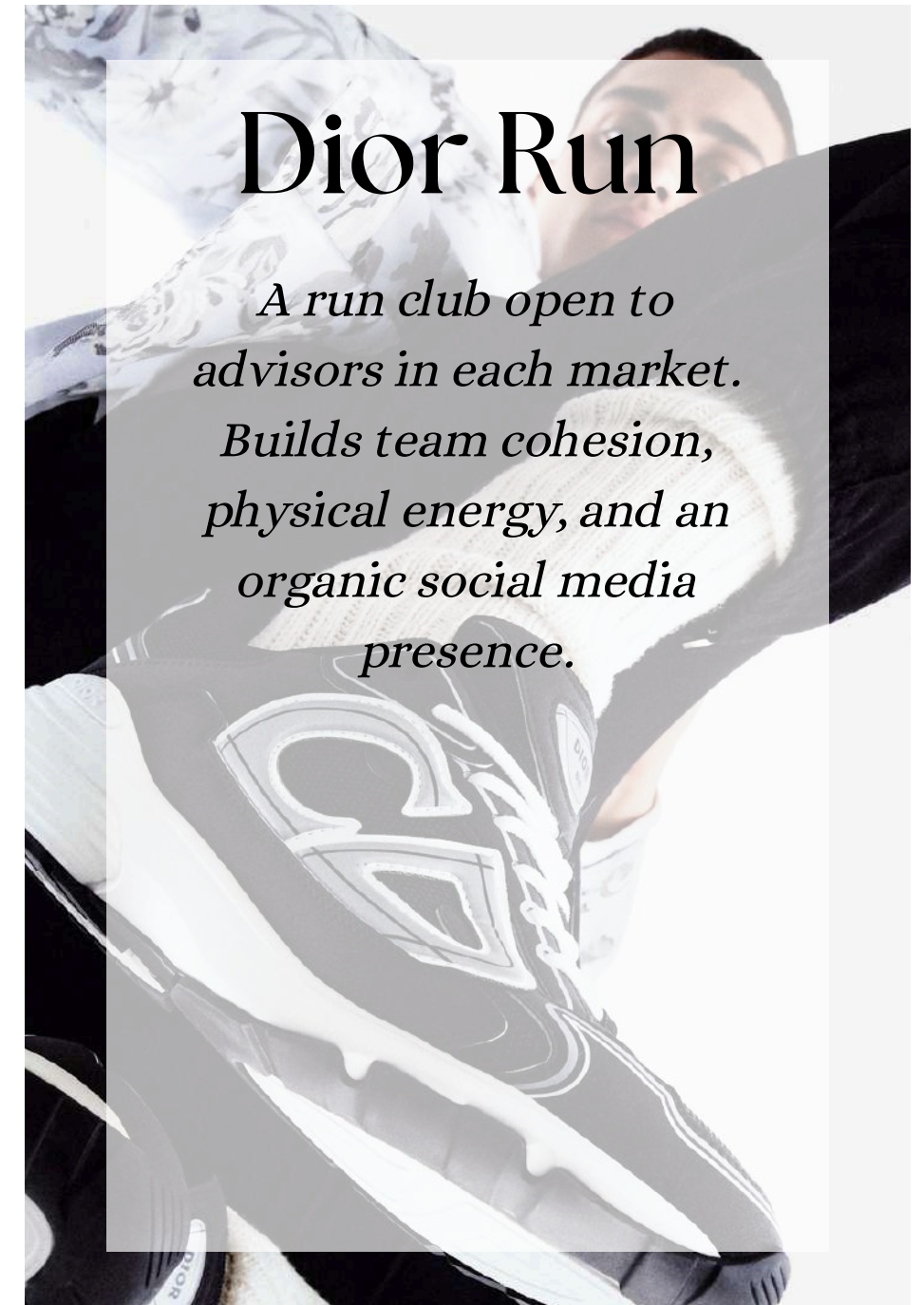
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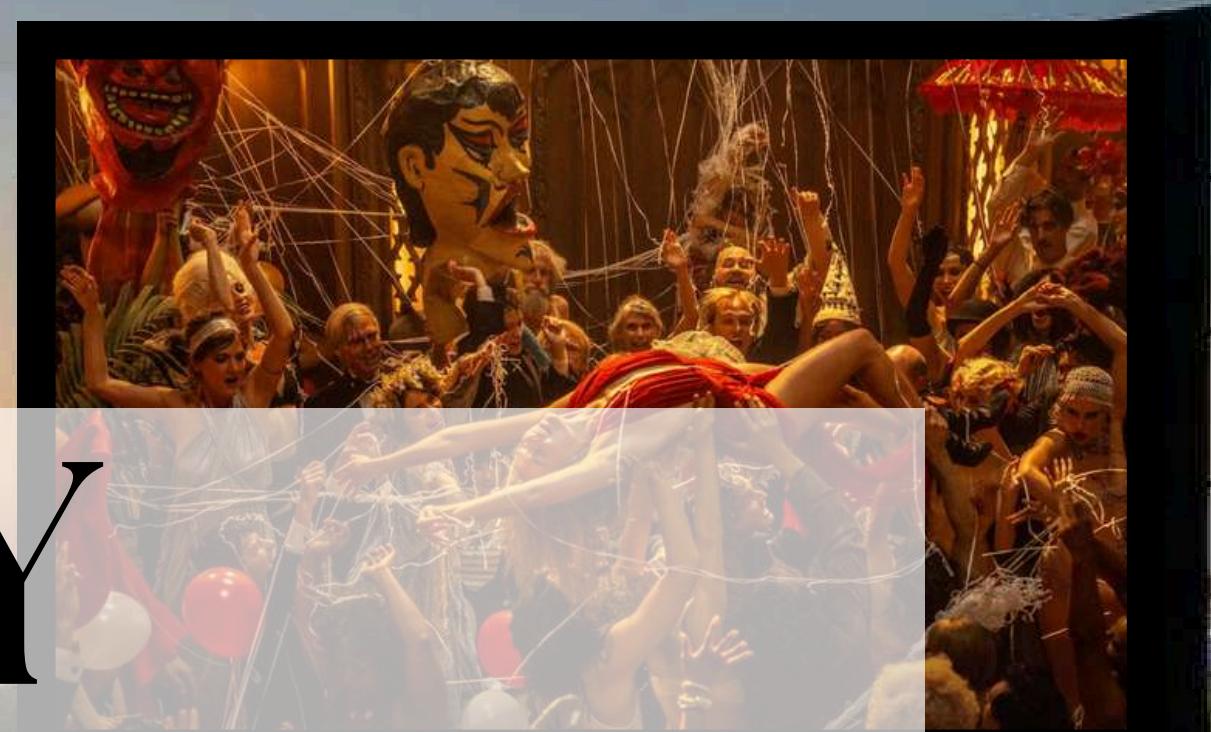
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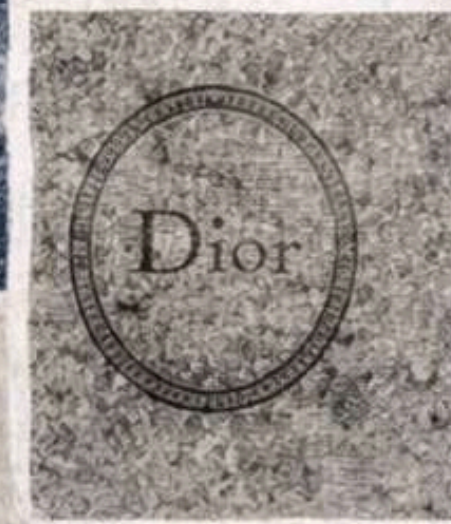
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360 ACTIVATION PLAN

Dior



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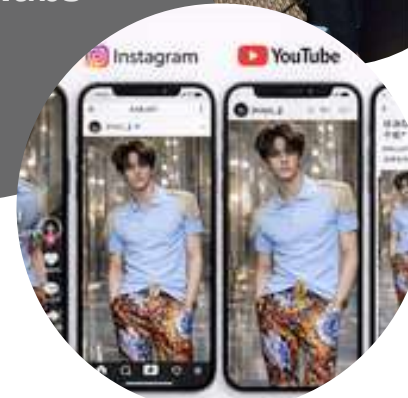
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