

DIOR

Dior Homme - Interview François Demachy

On-screen:

In this video, François Demachy talks about his inspiration for the creation of the Dior Homme I'm your Man fragrance.

Inlay:

Dior HOMME

I'M YOUR MAN

FRANÇOIS DEMACHY

Parfumeur-créateur Dior

François Demachy:

I would say that it's a statement, and I believe that Dior fragrances cannot be bland.

On-screen:

François Demachy appears on the screen while he talks to the camera about the new Dior Homme men's fragrance, and behind him is a screen showing images. He wears glasses, a suit with a white shirt and he sits on a chair in the middle of the room during the interview. The image changes, showing the empty chair in the middle of the room in front of a screen that broadcasts the ad for the Dior Homme I'm your Man fragrance.

The following image shows a close-up of a wood that gives off a white smoke.

Images from the advertisement appear showing Robert Pattinson lifting a young woman and then placing her on a bench between two light fixtures. The couple is in a square below an illuminated bridge.

François Demachy:

What I wanted to achieve is some kind of strength, a controlled strength.

Much more tender wood notes, that are simultaneously enveloping and frank, that contrast with top notes, to emphasize the difference with the heart notes, the woody heart.

On-screen:

An overview then shows François Demachy sitting on a chair while he addresses the camera, with a screen showing the fragrance advertisement behind him.

The perfumer's face and shoulders then appear in close-up as he talks to the camera about his inspiration for creating the fragrance.

A very close-up image of a pipette dipped in an amber-colored liquid then appears.

François Demachy appears again on the screen as he addresses the camera.

The image changes to a very close-up of a fragrance bottle behind pieces of wood.

An overview then shows François Demachy sitting in the middle of the room with the screen showing images behind him.

The next image zooms in on a hand holding a piece of wood.

A bottle of Dior Homme fragrance placed on a tiled floor then appears with a steam emanating from the floor in the background.

The camera then zooms in on the bottom of a bottle containing amber-colored liquid.

The camera then films a blue pen writing on a sheet of paper.
The perfumer's face and upper body then appear on the screen as he addresses the camera.
The image changes showing drops of water falling into a basin.
Once again, François Demachy appears sitting on the chair in front of the screen while he talks to the camera about the fragrance.

François Demachy:

Not only is there Atlas Cedar in the fragrance, there is also Vetiver, Sandalwood, and Patchouli. There is an intensely virile side to it, on one hand it's a sensual and confident scent, but on the other hand, it claims a very luminous freshness. Because one can go with the other, a man can be virile yet tender.

On-screen:

Burning wood emitting white smoke then appears in close-up.
The next image shows the background of three glass bottles containing liquids of different colors placed on pieces of Dior-stamped fabric. Their shadows change with the light.
Once again, François Demachy sits on the chair in front of the screen while he explains the composition of the new fragrance to the camera.
Dry leaves and a stalk that burns off then appear in close-up.
The camera then films from the backside a part of the face of a person smelling a perfume test strip.
François Demachy's face then appears on the screen as he talks to the camera about the new fragrance.
The image changes, showing a close-up of a cloth that is blown by the wind.
A bottle of perfume placed under a cloth decorated with round transparent patterns then appears on the screen.
Images of François Demachy sitting on the chair then appear on the screen as he talks about the I'm Your Man fragrance to the camera.
The image changes and shows the tattooed arms and upper body of a man dressed in a white T-shirt with smoke rising in front of him.
The next image shows a close-up of the bottom of a glass bottle.
A back image then shows the face of a man touching his neck and wearing a signet ring.
A bottle of Dior HOMME fragrance then appears in the middle of the screen with changing shadow and reflection according to the light.
This is followed by chiaroscuro images of a couple walking down a street next to a parked car in the middle of the night.
François Demachy appears sitting on the seat again while he talks about Dior fragrances on camera.
The image changes showing photos of Robert Pattinson on the right side of the screen and the lyrics of the song "I'm your Man" appear on the left side.
François Demachy then appears on the screen as he talks about the music chosen for the new fragrance advertising campaign.
The last verse of Leonard Cohen's song lyrics written in the capital then scrolls on the screen.
Once again, François Demachy appears on stage while he talks about the song and Leonard Cohen's voice.
A panoramic view then shows the Brooklyn Bridge and the skyscrapers in the background.
Images of a couple standing on the roof of a building appear, with the Brooklyn Bridge and skyscrapers in the background.
Images of François Demachy then follow one another in close-up as he talks to the camera about the "I'm your Man" fragrance.
The video ends with an image of a Dior HOMME fragrance bottle inlaid in wood.

François Demachy:

I believe that the modern man is less and less afraid to show his weaknesses. There are a lot of similarities between music and fragrance, of course it helped me ! The song that has been chosen for the campaign, "I'm your man" by Leonard Cohen, is sung in an extremely deep voice, with a very slow rythm, but the lyrics are tender. In the end, the Dior man embodies ultimate elegance, both in posture and in way of life.

On-screen:

The Dior logo appears at the end of the video.

Inlay:

Dior