



# Exercise 2

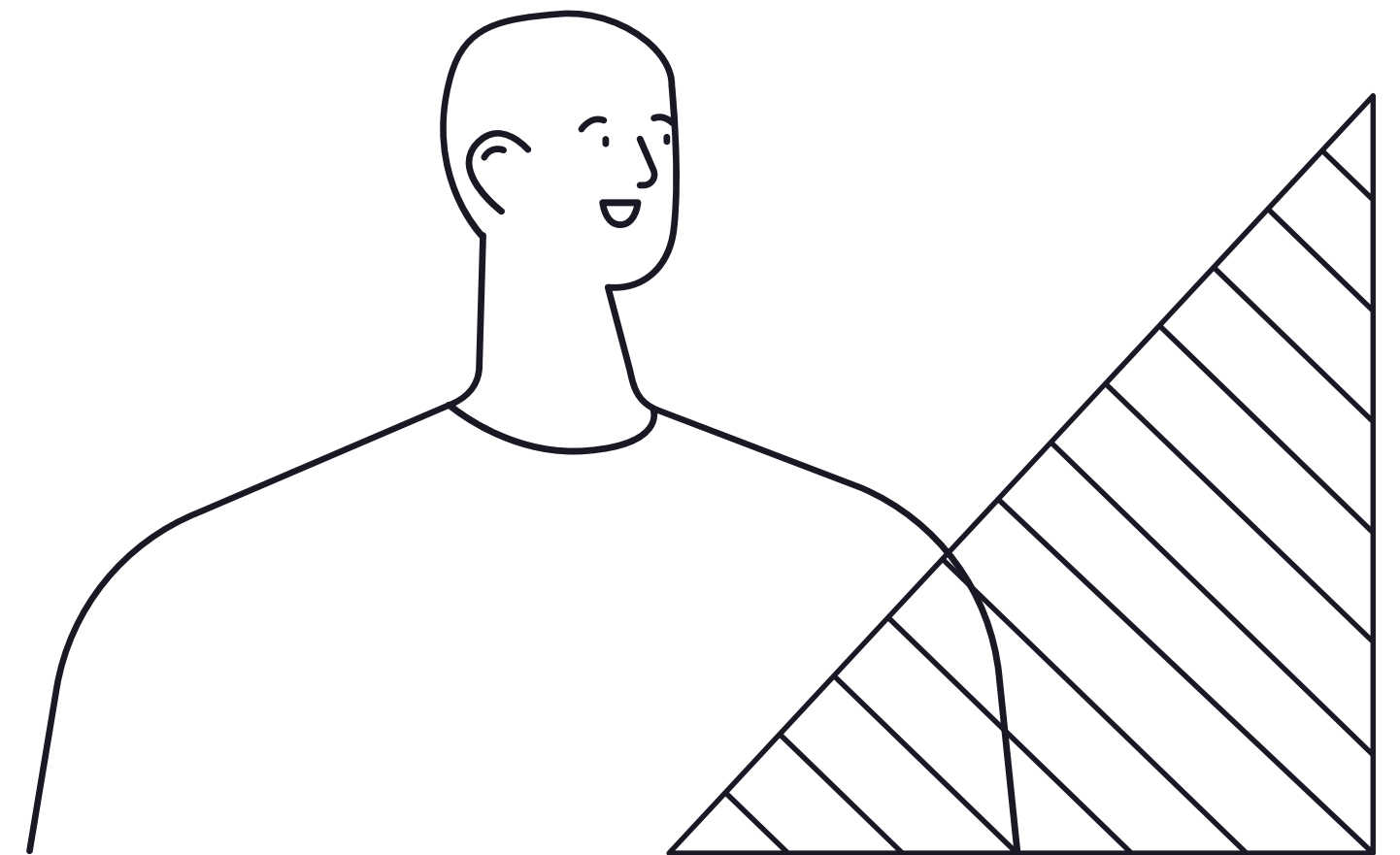
If your brand isn't genuine about it, or doesn't understand the nuances behind the issues, attempts to co-opt feminism will backfire; coming across as tone deaf is never good marketing. It turns female power into a commodity — or at least, reduces female power into something mostly good for buying more commodities

But the point is to consider whether the message your brand using is aligned with what it's selling.

If marketers don't learn to walk the line, how to market with heart, and what women truly want, their efforts will do more harm than good. It's about truly empowering women at any age. And that you cannot manufacture.

-----"When Not to Use Feminism to Sell Stuff to Women."

# SUMAMRY





# CHRISTIAN DIOR SPRING 2020 COUTURE





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Over a six-month gestation, Chiuri's conversation with Chicago birthed this idea about the pagan worship of goddesses and the struggle of women artists to find their own means of expression within the female-excluding patriarchal systems of the Western history of art. "The relationship between creativity and femininity really touched me, because I live that in a personal way," Chiuri said.

The director of Dior, Chiuri decided it lies in the relationship between fashion and the body, which can combine the practice of couture meld with feminist concepts.

So there were the Dior goddesses, walking in their Roman sandals, gilded and draped in the luxurious handmade techniques the ateliers can muster. She pointed out how the silken-fringe dresses are conjured without stitching, every fine strand of thread braided and left to flow. Taking the theory to the suit, she opened necklines and dispensed with nipped and corseted waistlines.

Chiuri wins approval for her constant amplification of feminist ideology and her inquiring mission to reach out to include a sense of global sisterhood across cultures



# CHRISTIAN DIOR ADVERTISING

Christian Dior Parfums gives a voice to women through a series of 11 videos, stamped with the hashtags #Diorstandswithwomen and #Diorchinup#. each unveil, with accuracy and sincerity, their unique journeys and challenges that they have identified and the values that drive them.

Echoing the inspiring speeches of these 11 modern-day heroines, Maison Christian Dior Parfums wished to amplify its engagement with CTAOP , CharliZe Theron Africa Outreach Project. The new CTAO Youth Leaders Scholarship program supports the education and empowerment of young people to become the “leaders of tomorrow” through funding their academic careers.

“MY MOM USED TO ALWAYS SAY WHEN I WAS A LITTLE GIRL:  
"IT IS YOUR DUTY AS A HUMAN BEING TO STAND UP  
FOR THOSE WHO CAN'T SPEAK FOR THEMSELVES.”

*CharliZe Theron*

ACTRESS, PRODUCER



HOW YVES  
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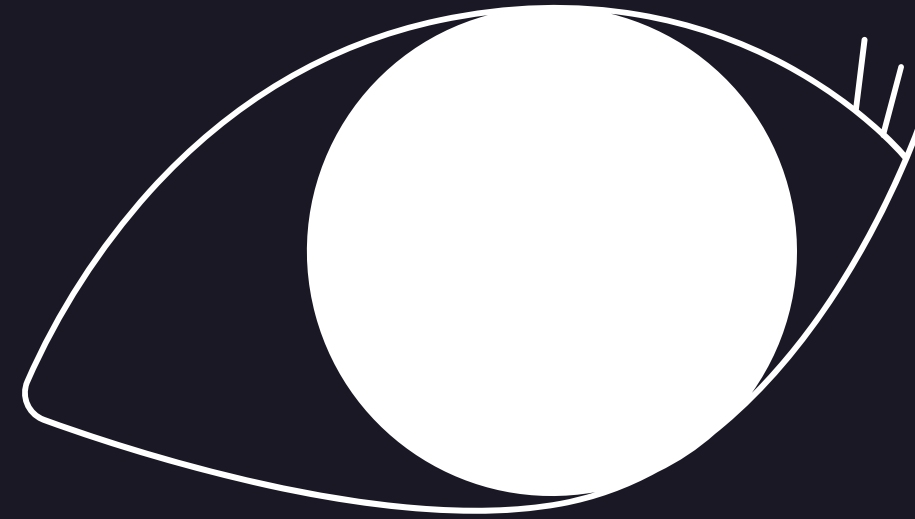
# THE "LE SMOKING" SUIT

We're talking about Le Smoking, the first tuxedo for women. It consisted of a classic dinner jacket in black grain de poudre wool or satin and trousers with a satin side-stripe with a ruffled white shirt, black bow tie and a wide cummerbund of satin.

This was a bold evening wear alternative to the little black dress by the Algerian-born designer. Despite the so-called "second-wave feminism" of the 60s, encouraged by developments like the availability of the contraceptive pill, well into the decade it was still controversial for a woman to wear trousers in public.

Few respectable restaurants or hotels allowed female guests to wear them inside. So, dressing in a YSL trouser suit declared the wearer was irreverent, daring and on the cutting of fashion, whilst suggesting their alignment with burgeoning feminist politics—le smoking effectively demanded: "If men can wear this, why can't I?"





# REFERENCES

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