



Dior

Presents

the poems and drawings of

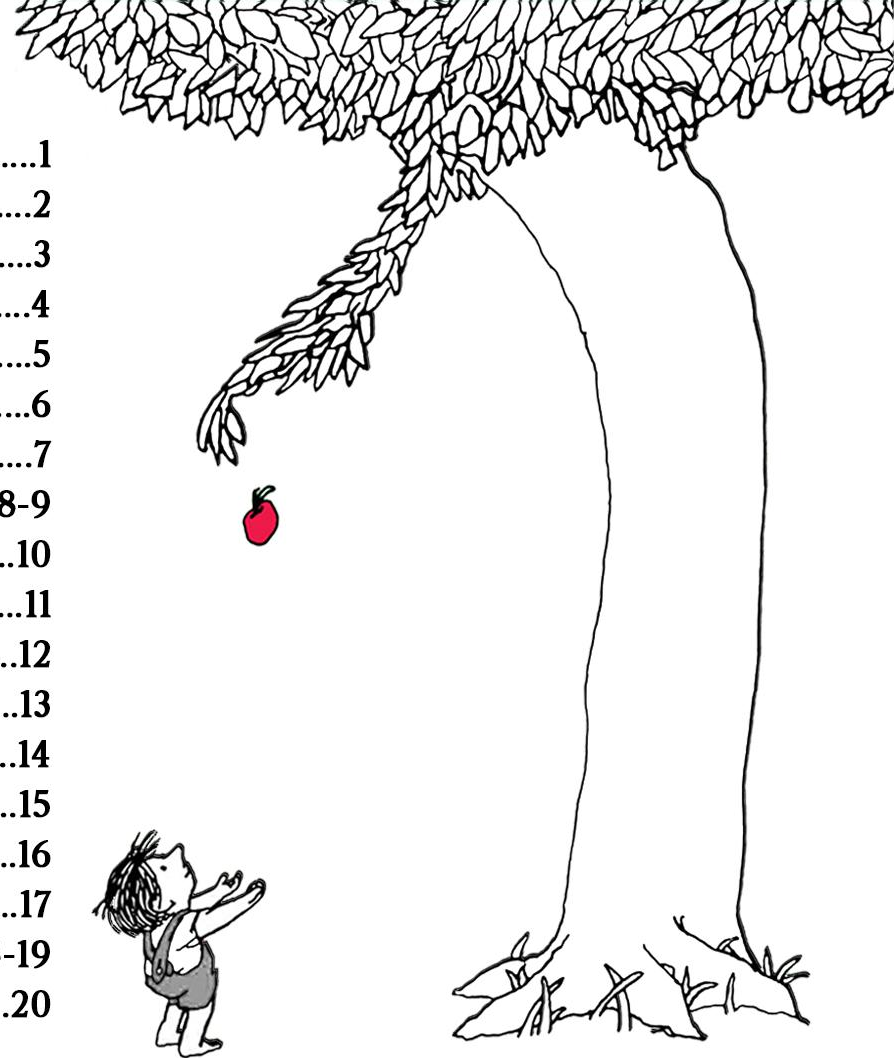
Shel Silverstein

in collaboartion with

 HarperCollins *Publishers*

Table of Contents

Title.....	1
Table of Contents.....	2
Executive Summary.....	3
Introduction to Brands.....	4
Dior SWOT.....	5
HarperCollins SWOT.....	6
Current Partnership Strategies.....	7
Research Driven Background.....	8-9
Collaboration Purpose.....	10
Target Audience.....	11
3-Year Roadmap.....	12
Distribution & Partnership Activities.....	13
Financial Investment & KPI's.....	14
Risk Assessment.....	15
Growth Plan.....	16
Conclusion.....	17
References.....	18-19
Image References.....	20



Executive Summary

Younger generations are burnt out by the constant negative news and polarization of the media; they have negative perceptions of the future and are unsure how they will fit in, **leaving many people anxious and disconnected**. At Dior, we recognize that much of the wonder, curiosity, and humor that once brought us together has been overshadowed. Through a partnership with **HarperCollins Publishers**, we will **remind adults what makes the world interesting** by revisiting someone who captured those feelings best, Shel Silverstein, whose work invites people to pause, reflect, and see the world with imagination again.

This **pilot collection** will mark the first chapter in our long-term partnership with HarperCollins. The partnership will continue to explore culture through literature, design, and shared storytelling. Each phase will spotlight **new authors and perspectives** that reflect Dior's creative spirit while reintroducing imagination as an essential part to modern life.

Through this partnership, Dior and HarperCollins hope to **bring a sense of perspective back into a world that feels increasingly heavy**. By introducing literature into Dior's creative world, the collaboration encourages people to slow down and reconnect with curiosity in a way that feels honest and human.



Who is Dior?

Founded in 1946, Dior has become one of the most influential names in luxury fashion, known for its craftsmanship, creativity, and cultural impact. Across couture, ready-to-wear, fragrance, and beauty, the brand has continuously shaped how people experience style and expression.

Throughout its history, Dior has been defined by change—each era introducing a new perspective while staying true to the spirit of innovation that began with Christian Dior himself. **Now, under the direction of Jonathan Anderson**, the brand enters a new chapter that opens the door for deeper cultural exploration and collaboration.

Through a partnership with HarperCollins, Dior extends this vision beyond fashion, merging design and literature to present a more thoughtful approach to luxury that values **creativity, perspective, and connection**.

This partnership represents a new way forward for Dior—one that brings meaning back to luxury by connecting it to culture in a way that feels genuine and lasting.

Dior

Who is HarperCollins?

Harper Collins Publishers LLC is a British-American publishing company with over **200 years** of publishing history. Headquartered in New York, it has more than **4,000 employees** working across publishing operations in **15 countries** and **120 branded imprints**.

Source: HarperCollins



The company publishes approximately **10,000 new books** every year in **16 languages** and has a print and digital catalog of more than **250,000 titles**. Today, it is the second-largest consumer book publisher in the world.

 **HarperCollins**Publishers

Strengths

- Backed by LVMH, Dior is one of the most recognized and respected luxury maisons, giving the collaboration instant cultural authority.
- Proven history of collaborations with artists, brands, and cultural figures.
- Jonathan Anderson brings fresh creative relevance to Dior.
- One of the few luxury houses with strong positioning in fashion, beauty, and jewelry.
- 46 million Followers on Instagram, 25 million on Facebook, and 10 million on X.

Weaknesses

- High Prices limit accessibility to younger and emerging market consumers.
- Core clientele may prioritize fashion over books, limiting the commercial impact.
- Dior boutiques prioritize high-margin items like handbags and RTW; allocating shelf space to books may be difficult to justify.
- Associating with children's literature could be seen as too playful or off-brand for Dior's luxury positioning.

Dior

SWOT

Opportunities

- While many luxury houses collaborate with artists, music, or streetwear, few have ventured into literature.
- Redefine playfulness as sophistication through thoughtful storytelling and design.
- A successful collaboration with HarperCollins could open doors for Dior to partner with other cultural publishers or institutions.
- Limited-edition HarperCollins pieces can appeal to Dior's collector clientele and increase resale buzz.
- A collaboration centered on literature and creativity could stand out as authentic and enriching in a world of commercial collabs.

Threats

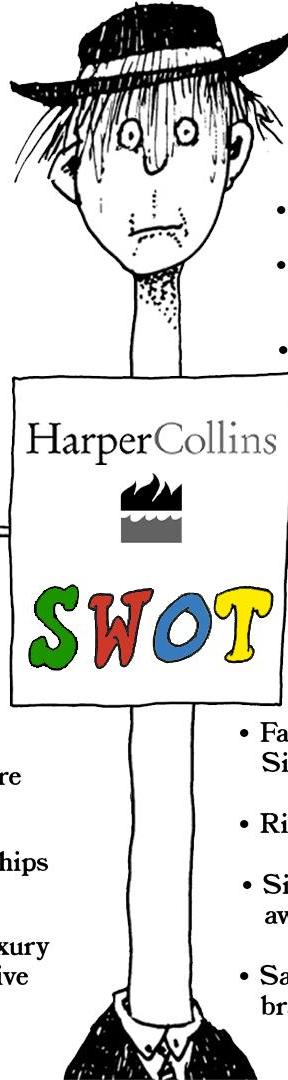
- Other luxury houses could replicate the concept of literature inspired collaborations, reducing Dior's differentiation.
- Silverstein's humor and tone could be misinterpreted in certain markets, risking controversy or uneven reception.
- Consumers may tire of too many collaborations across the industry, making it harder for Dior x HarperCollins to break through.
- Shifts in consumer values are unpredictable, failure to prepare could affect Dior's Cultural relevance.

Strengths

- One of the most widely recognized and respected brands in publishing.
- A deep catalogue of bestselling titles that can benefit from renewed attention and cross-industry exposure.
- Rich history that spans over two centuries.
- Ability to frame Silverstein's work authentically, ensuring the collaboration stays true to its literary roots.

Opportunities

- Position books alongside fashion and accessories, creating a new collectible category in luxury retail.
- Gain placement in Dior stores and high-end retail spaces where books traditionally aren't sold.
- Devote more of their marketing efforts to developing relationships with social media influencers.
- The collaboration enhances HarperCollins' presence in the luxury space, extending its existing cultural influence into new creative territories.



Weaknesses

- Only a publisher of the English language.
- Vulnerability to fluctuating paper, printing, and distribution costs.
- Associating Silverstein too closely with luxury could alienate families or existing fans who value accessibility.
- No track record in luxury partnerships, which could make integration with Dior's standards challenging.
- Core consumer base is much broader and more price-sensitive than Dior's, creating potential disconnects.

Threats

- Competition from Independent Publishers.
- Fans and critics may perceive the collaboration as exploiting Silverstein's legacy for profit.
- Rising censorship laws and political pressures in certain markets.
- Silverstein's popularity is strongest in North America; limited awareness abroad could hinder sales in key Dior markets.
- Sales success may rely too heavily on Dior's retail presence and brand prestige.

Current Partnership Strategies

Dior's partnership strategies focus on building awareness around the brand's history, selecting ambassadors who reflect its values, and collaborating with brands and artists whose audiences expand or enhance our own. Each partnership strengthens Dior's presence while staying true to its identity.



Beyond these core strategies, Dior uses partnerships as a key part of how we grow the brand. They help us honor our history, build relationships with cultural figures, and connect with organizations that share our values, expanding Dior's influence beyond fashion and beauty.

Since 2023, *Dior Parfums* has partnered with the *World Wide Fund for Nature* in a strategic effort focused on biodiversity regeneration, with a focus on **conserving ecosystems and protecting endangered species**.



Dior has collaborated with brands and artists like ERL, Travis Scott, Birkenstock, Air Jordan, Kaws, and Stüssy, each bringing a new perspective to the house. These partnerships merge luxury with streetwear, art, and technical innovation, **allowing Dior to reach wider audiences** while experimenting with fresh perspectives.



Source: Jean Vogue

Dior's ambassadors and invited guests like Rihanna, Sabrina Carpenter, and Anya Taylor-Joy extend the house's reach across music, film, and fashion.

These partnerships add a human element to the brand, creating **authentic moments** that strengthen consumer connection.

By leveraging trusted voices, Dior continues to build loyalty and reach new audiences through genuine cultural influence.

Source: Sneak in Peace



Research Driven Background

Society

- According to the U.S. Department of Education, **54% of U.S. adults read below a 6th-grade level** (Barbara Bush Foundation).
- Over **20 million** TikTok users in the U.S. engage with #BookTok content monthly.
- In the U.S., only **16% of people** aged 15+ read for leisure daily in 2023, down from 28% in 2003. (Astor, 2025).
- Nearly **70%** of luxury consumers under 35 **expect brands to contribute to culture and creativity**, not just sell products (Bain & Co., 2024).
- Luxury purchases are increasingly tied to self-expression over social status, especially among younger consumers in China and Gen Z globally (ResearchGate, 2023).



Macroeconomics

- The global luxury goods market size reached **\$286 billion** in 2024 and is projected to reach **\$405.80 billion by 2033** (IMARC).
- In 2024, the global publishing market was valued at about **\$151 billion** and is projected to grow steadily to **\$192 billion by 2030** (Grand View Research, 2024).
- Successful brand collaborations can **increase revenue by 20%** and **boost customer acquisition by up to 35%** compared to traditional marketing methods. (McKinsey, 2019).
- In 2024, many luxury categories saw flat or negative unit sales, with **most revenue growth coming from price increases** rather than rising demand (McKinsey, 2024).

Research Driven Background

Consumer and Lifestyle

- **70%** of consumers under 35 say they value “unique experiences” over material purchases (BCG, 2024).
- More than **60%** of Gen Z and Millennials report having purchased special-editions made via collaborations between brands or artists. Even **40%** among Gen X. (Croud, 2024).
- **Three in four** U.S. adults say they wish they had more opportunities to be creative in daily life (Adobe Creativity Study, 2023).



Industry Landscape

- Children's books make up over **30% of all trade publishing sales**, the single largest category in the U.S. market (AAP, 2024).
- The global luxury fashion industry is expected to grow between **2-4 percent annually** from 2025–2027. Leather goods and jewelry are the fastest-growing categories, with growth at 4-6% (BOF, 2025).
- About 40% of clothes made each year are **never sold**. (The Guardian, 2024).

Across publishing, fashion, and culture, there's a growing gap between creativity and attention. Fewer adults read for leisure, yet **millions still engage with literary content online**, showing a desire for meaning in new ways. Dior's partnership with HarperCollins bridges that gap by merging design and literature, offering a more thoughtful kind of luxury that invites curiosity and reflection in a distracted world.



Purpose

For Dior, this collaboration means a new way to **stand out in a crowded luxury market**, by offering products that feel meaningful and authentic. Partnering with HarperCollins lets us use the timeless works of Shel Silverstein to create pieces that bring curiosity and creativity back to the center of luxury. **For HarperCollins**, it's a chance to move beyond traditional publishing, reaching new audiences and adding cultural prestige to one of its most celebrated authors.

Strategy

1. Begin with Shel Silverstein, using his illustrations and humor as the foundation.
2. Bring his work into Dior ready-to-wear, accessories, and limited-edition books for PR and cultural impact.
3. Build toward future HarperCollins capsules with similar creative depth.
4. Keep a balance between design and storytelling to make the concept feel genuine and lasting.
5. Support with joint campaigns and boutique experiences that highlight imagination within Dior's world.

Benefits

Dior: extend audience, strengthen cultural presence, and a partnership that feels different from the usual fashion collabs.

HarperCollins: Brings Silverstein into a luxury context and adds cultural weight beyond traditional publishing.

Consumers: Provides products that feel meaningful and lasting, giving people something deeper than another seasonal drop.

Both Brands: Reach new audiences, build long-term value, and leave room for future collaborations.

Behaviors

Collectors of meaningful, lasting products

Engage with #BookTok

Invest in products with cultural or symbolic value

Follow luxury news

Psychographics

Value creativity, culture, and authenticity

Nostalgic for childhood icons, but want adult relevance

See books, fashion, and art as status symbols

Target Audience

The notable overlap in audiences is the **young parent demographic**. Recent research identifies young parents with disposable income as “the future of luxury shopping.” These are millennials who are starting families but still investing in high-end brands. This group is also actively buying books – especially children’s books.

Dior’s customers are high-income individuals, and notably, 85%+ of high-earning Americans are book readers in some form. This means a significant portion of Dior’s U.S. clientele are likely to be book consumers as well.

This collection targets millennials and Gen Z, who will drive 75–80% of global luxury purchases by 2030. 47% of future luxury buyers are parents or guardians, and 26% have at least \$5,000 in household disposable income.

Demographics

Age range: 25–44

Income level:
Affluent/High-earning

Gender: Unisex

Education:
College Degree & Higher

Audience

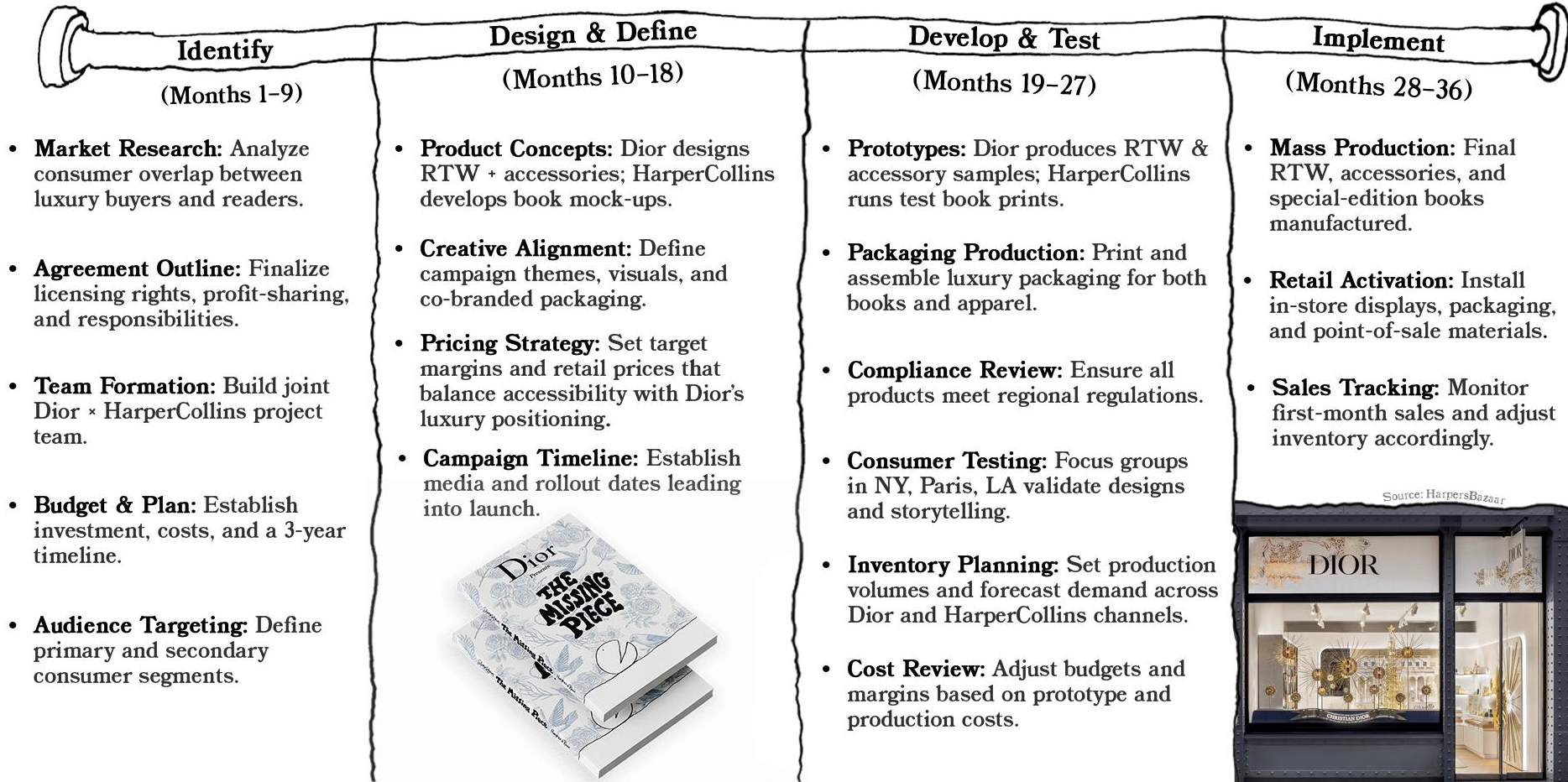
Millennials & Gen-Z

Grew up with Silverstein, now share him with their kids

Interested in products that feel meaningful

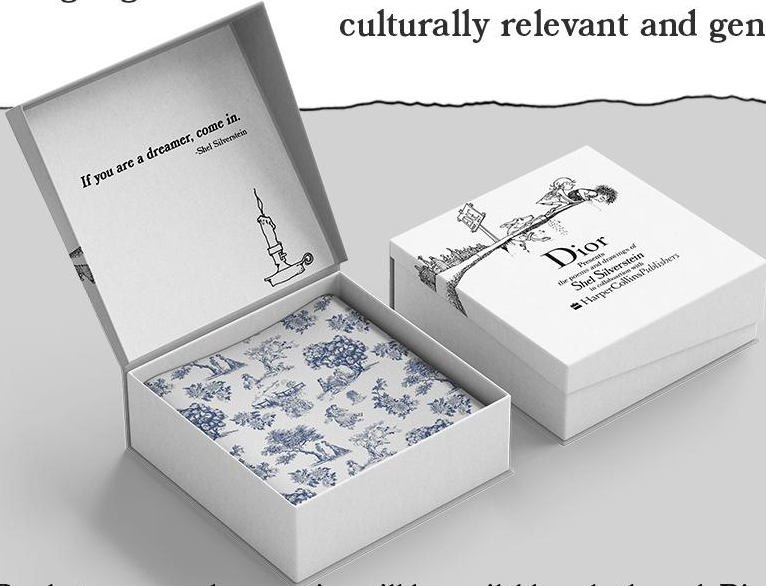


Roadmap



Distribution

This partnership brings together Dior's creative vision and HarperCollins' literary heritage to celebrate imagination through design and storytelling. Dior will lead the design of ready-to-wear, handbags, scarves, and packaging inspired by the humor and heart of Shel Silverstein. The collaboration will be distributed exclusively through Dior's own channels, reinforcing the brand's focus on intimacy and controlled storytelling. Together, the partnership highlights what each brand does best and creates something that feels culturally relevant and genuine.



Ready to wear and accessories will be available only through Dior boutiques, Dior.com, and curated pop-up spaces.



The limited books will not be sold, but shared with editors, artists, and clients as part of the storytelling behind the collection.

Design Approach

The ready-to-wear and accessories take inspiration from Silverstein's illustrations, reimaged through Dior's craftsmanship and attention to detail. **Each piece reflects his sense of curiosity and simplicity**, offering something both familiar and unexpected, shown through easy shapes and small, thoughtful details that feel personal. The collection aims to bring back a sense of play to luxury, creating pieces that feel genuine and easy to connect with.

Financial Investment

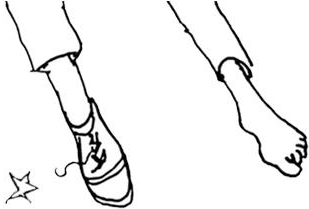
Time Period	Marketing Expenses	Production & Packaging	Operations	COGS	Gross Margin	Net Profit
First 6 Months	\$3.5M	\$4.5M	\$1M	\$2.5M	28%	8%
12 months	\$2M	\$5M	\$1.2M	\$3M	32%	12%

Financial projections shown reflect the first-year rollout of a 3-year partnership. Following years will scale based on performance and renewal milestones.

- **Marketing Expenses:** Global launch campaign including PR gifting, flagship pop-ups, editorial content, and influencer seeding. Higher initial spend reflects Dior's tradition of storytelling-led campaigns that balance fashion and art.
- **Production & Packaging:** Covers design, artisan labor, limited-edition accessories, and Dior-exclusive book production. Includes premium materials, custom bindings, and Toile de Jouy-inspired packaging.
- **Operations:** Boutique integration, staff training, logistics for pop-ups, and coordination across retail and e-commerce. Uses existing Dior infrastructure to minimize new operational spend.
- **Cost of Goods Sold:** Includes raw materials, printing rights, production, and global shipping. Limited quantities mean higher unit cost but exclusivity preserves margin.



KPI's



Cultural & Client Metrics

Dior continues to resonate with younger luxury consumers who value creativity and meaning. 41% of Dior enthusiasts fall in the high-income category, and nearly 80% show strong loyalty, giving this collaboration a solid foundation to build cultural relevance and long-term connection.

Engagement & Visibility

Global press reach is projected to exceed 250 million impressions, with Dior.com traffic rising 10–15% during launch. Boutique engagement is expected to grow by 15% through curated displays, PR gifting, and storytelling activations that keep the collection visible and engaging.

Long-Term Growth

Performance will be reviewed annually to inform future capsules. Over three years, the partnership is expected to grow Dior's Millennial and Gen Z customer base by 5% and strengthen its position as a house defined by curiosity and culture.

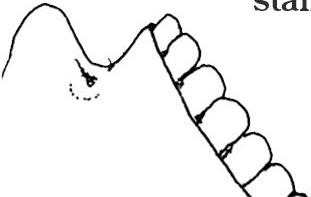
Risk Assessment

When executed well, this partnership reinforces Dior's position as a cultural brand and expands HarperCollins' influence into new creative spaces. It offers long-term value through visibility, credibility, and a new model for how luxury and publishing intersect. Still, there are a few challenges both brands will need to navigate to make sure the collaboration reaches its full potential.



Operational Risks

The collaboration introduces new processes for both teams. Dior's retail and merchandising groups will adapt to integrating literary content into product storytelling, while HarperCollins will navigate luxury-level presentation standards.



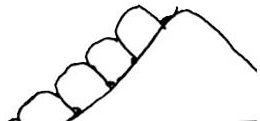
Integration & Execution

Blending literature with luxury fashion is new territory, and not all consumers may connect with it right away. Research shows that **70%** of luxury buyers value collaborations that feel purposeful and emotionally resonant. Clear storytelling and thoughtful presentation will be key to making the concept feel natural within Dior's world.



Reputation & Perception

If not executed thoughtfully, the collaboration could risk being seen as too niche or overly conceptual. Dior must ensure that storytelling feels authentic to the brand's tone and craftsmanship, while HarperCollins maintains the literary integrity of its authors.



Future Growth

If the partnership continues to perform, Dior will expand into an ongoing collaboration with HarperCollins. **Each capsule will highlight a different HarperCollins author or literary theme** that reflects Dior's values of imagination, emotion, and timeless storytelling. Every chapter will stand on its own, yet collectively build a larger cultural narrative within the house. The goal is to create a long-term partnership that reminds customers of curiosity and creativity through meaningful design, storytelling, and cultural connection.

Long-Term Vision

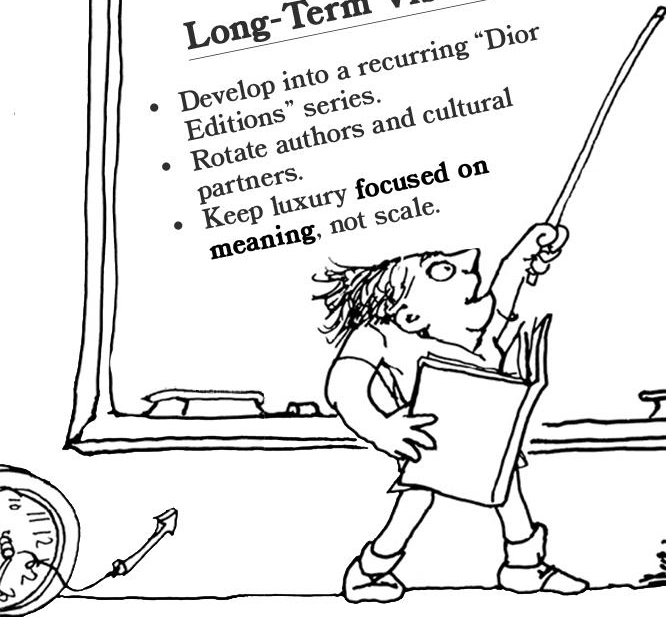
- Develop into a recurring "Dior Editions" series.
- Rotate authors and cultural partners.
- Keep luxury **focused on meaning**, not scale.

Expansion Direction

- Focus on emotional, story-driven works.
- Build a limited capsule series with other HarperCollins authors.
- Keep launches small and intentional to preserve exclusivity and craft.
- Highlight authors whose work feels human, curious, and quietly reflective.

Client & Cultural Engagement

- Host readings, cultural dinners, and small events.
- Use films, print, and displays to bring stories to life.
- Offer personal touches for long-term clients and collaborators.
- Build an ongoing dialogue between design, writing, and audience.



Conclusion

The Dior and HarperCollins partnership introduces a quieter, more thoughtful approach to luxury. It brings together Dior's history of design with HarperCollins' role in shaping culture through books, creating a collaboration that values meaning and curiosity at a time when both feel rare.

This initiative supports Dior's larger goal of deepening cultural relevance and building genuine connections with modern consumers. It focuses on Millennials and Gen Z, particularly young parents who are redefining what aspiration and creativity look like. These consumers are seeking products that feel **lasting, intentional, and connected** to something real. Through limited collections, storytelling-led campaigns, and curated in-store experiences, the partnership strengthens awareness, builds engagement, and grows loyalty over time.

The collaboration's success will be measured by growth in awareness, engagement, and long-term brand sentiment. These KPIs connect to Dior's focus on cultural leadership rather than short-term volume. The project uses existing Dior infrastructure and creative teams, keeping investment focused on design and storytelling instead of expansion.

Together, Dior and HarperCollins show how two industries can meet at a shared purpose: creating space for curiosity and imagination in people's daily lives, and reminding them why **culture still matters**.



References

- Amed, I., & D'Auria, G. (2025). The State of Fashion: Luxury. BOF. <https://www.businessoffashion.com/reports/state-of-luxury-fashion-industry/>
- Arnaud Darré. (2023, November 11). Dior and WWF Join Forces for Biodiversity Regeneration. Meet & Match. <https://www.meetandmatch.fr/en/dior-and-wwf-join-forces-for-biodiversity-regeneration-2/>
- Astor, M. (2025, August 20). Fewer People Are Reading for Fun, Study Finds. The New York Times. <https://www.nytimes.com/2025/08/20/well/reading-pleasure-decline-study.html>
- Bain & Company. (2025). Luxury in Transition: Securing Future Growth. Bain & Company. <https://www.bain.com/insights/luxury-in-transition-securing-future-growth/>
- Cabanas, B. (2024, January 17). The Art of Conscious Brand Storytelling in Fashion: Crafting Narratives that Resonate. InsideFashionDesign; InsideFashionDesign. <https://www.insidefashiondesign.com/post/title-the-art-of-conscious-brand-storytelling-in-fashion-crafting-narratives-that-resonate>
- Cecchi-Dimeglio, P., Masood, T., & Ouderkirk, A. (2022, July 14). What Makes Innovation Partnerships Succeed. Harvard Business Review. <https://hbr.org/2022/07/what-makes-innovation-partnerships-succeed>
- Comprehensive SWOT Analysis of Dior [Updated 2025]. (2024, November 13). Rankex Digital. <https://rankexdigital.com/swot-analysis-of-dior/>
- el.khachatryan170303. (2024). SWOT analysis for company Dior v2. Scribd. <https://www.scribd.com/document/730470370/SWOT-analysis-for-company-Dior-v2>
- Elektra Kotsoni, & Guilbault, L. (2025, June 2). Jonathan Anderson Has Been Appointed Sole Creative Director of Dior. Vogue. <https://www.vogue.com/article/jonathan-anderson-has-been-appointed-sole-creative-director-of-dior>
- Fraser, K. (2022, November 16). Anya Taylor-Joy Wears Pearl-Neck Dress for “Live With Kelly and Ryan.” WWD. <https://wwd.com/fashion-news/fashion-scoops/anya-taylor-live-with-kelly-and-ryan-patbo-dress-1235422188/>
- Friedman, V. (2025, June 2). Jonathan Anderson's Hire Makes History at Dior. The New York Times. <https://www.nytimes.com/2025/06/02/style/jonathan-anderson-dior.html>
- Grand View Research. (2024). Books Market Size, Share, Analysis | Global Industry Report, 2018-2025. Wwww.grandviewresearch.com. <https://www.grandviewresearch.com/industry-analysis/books-market>
- Gregoire, V. (2025, January 3). The Power Of Unexpected Collaborations: Redefining Markets And Capturing New Audiences. Forbes. <https://www.forbes.com/councils/forbesbusinesscouncil/2025/01/03/the-power-of-unexpected-collaborations-redefining-markets-and-capturing-new-audiences/>



References

- HarperCollins Profits Rose 10% in Fiscal 2025. (2025). PublishersWeekly.com. <https://www.publishersweekly.com/pw/by-topic/industry-news/financial-reporting/article/98350-harpercollins-profits-rose-10-in-fiscal-2025.html>
- HarperCollins Profits Soared in Fiscal 2024. (2024). PublishersWeekly.com. <https://www.publishersweekly.com/pw/by-topic/industry-news/financial-reporting/article/95688-harpercollins-profits-soared-in-fiscal-2024.html>
- HarperKids Books for Young Readers | Reading together, reading forever. (2025). HarperCollins. <https://www.harpercollins.com/blogs/harperkids>
- Links & Contacts | Shel Silverstein. (2025). Shelsilverstein.com. <https://www.shelsilverstein.com/links-contacts/>
- Luxury Goods Market Size, Share, Growth Report 2024-32. (n.d.). Wwww.imarcgroup.com. <https://www.imarcgroup.com/luxury-goods-market>
- LVMH. (2025a). Financial releases - Documentation - Christian Dior Finance. Dior-Finance.com. <https://www.dior-finance.com/en/1168-communiqués-publiés-par-les-émetteurs-au-titre-de-l-obligation-d-information-permanente-en.html>
- LVMH. (2025b). Solid results in the first half of 2025 despite th... - LVMH. Lvmh.com. <https://www.lvmh.com/en/publications/solid-results-in-the-first-half-of-2025-despite-the-prevailing-environment>
- New research reveals that parents are losing the love of reading aloud - HarperCollins Publishers - HCUK Corporate. (2025). HarperCollins Publishers - HCUK Corporate. <https://corporate.harpercollins.co.uk/press-releases/new-research-reveals-that-parents-are-losing-the-love-of-reading-aloud/>
- Oladipo, G. (2024, September 23). US public schools banned 10,000 books in most recent academic year. The Guardian; The Guardian. <https://www.theguardian.com/us-news/2024/sep/23/pen-book-bans>
- Our Mission: to Leave a Legacy of Beauty and Be Fully Committed | DIOR. (2024). Dior.com. https://www.dior.com/en_us/beauty/store-page-folder/our-commitments.html#christian-dior-parfum-x-wwf
- Revolution, L. (2024, March 6). The Ultimate Guide on BookTok: TikTok for Authors. Learning Revolution. <https://www.learningrevolution.net/booktok-tiktok-for-authors/>
- ShareDocView.com. (2021). 2021 Global Marketing Trends. Slideshare. <https://www.slideshare.net/slideshow/2021-global-marketing-trends/249954520#71>
- Sketches by Christian Dior | La Galerie Dior. (n.d.). Galerie Dior. <https://www.galeriedior.com/en/galleries/sketches-by-christian-dior>
- Socha, M. (2025, April 17). Jonathan Anderson Is Confirmed as New Designer of Dior Men. WWD. https://wwd.com/fashion-news/designer-luxury/jonathan-anderson-dior-men-designer-1237091199__trashed-1237091199/
- Statista. (2025). VCU - Central Authentication Service - Login. Vcu.edu. <https://www-statista-com.proxy.library.vcu.edu/forecasts/1351890/dior-luxury-fashion-brand-profile-in-the-united-states>



Images

- Silverstein, S. (1981). *A Light in the Attic*. Harpercollins Publishers.
- Silverstein, S. (2011). *Every thing on it : poems and drawings*. Harper.
- Silverstein, S. (1996). *Falling up : Poems and Drawings*. Harpercollins Publishers.
- Silverstein, S. (1964). *The Giving Tree*. Harpercollins Publishers.
- Silverstein, S (2020). *The missing piece*. Harpercollins Publishers, [] Copyright.
- Silverstein, S. (1985). *Uncle Shelby'S Abz Book*. Simon and Schuster.
- Silverstein, S. (1974). *Where the Sidewalk Ends: The Poems and Drawings of Shel Silverstein*. Harpercollins Publishers.

