

Dior

CREATING A GLOBAL PRESENCE WITH STRATEGIC EVENT LOCATIONS

Dior Expands
LATAM Market Position
with Miami-Based
Corporate Meeting



As new markets emerge and grow, it is pivotal that international brands solidify relationships with strategic sales, marketing, and retail partners in those new countries and regions. For the past 10 to 15 years, Latin America has been growing a strong and steady rate, with consumer preference for top brands in all categories also increasing. With higher purchasing power and an appetite for beauty and fashion, Latin Americans can now enjoy luxury products that were not yet accessible in years past.

For the iconic luxury brand Dior – known the world over for fashion, perfumery, cosmetics, horology, jewelry, and skincare, the LATAM market has been important since 1953 when Christian Dior opened his first store in the region in Caracas, Venezuela in 1953. Today, the annual Dior seminar includes more than 50 distributors across multiple countries in the LATAM region, and the 3-day event covers yearly strategy, development goals for the region, and strengthening brand loyalty.

THE ASK

Dior needed a location for their 2018 Annual Meeting that would be accessible and attractive to all LATAM distributors, as well as a venue and event management that would highlight best sales practices, merchandising tactics, and product knowledge.

THE ANSWER

With offices in Miami, FL – the undisputed global capital city for LATAM business, VIBE created a custom event right in its own back yard. The state-of-the-art Miami International Airport has daily connections to nearly every major destination throughout Central and South America, and the high-end hotels and resorts of Miami Beach are less than 30 minutes from the airport. This allowed Dior to maximize the time the brand had to spend with attendees, as well as for attendees to network amongst themselves.

The selected destination – 1Hotel South Beach – is in the heart of the world-famous Art Deco district, with direct beach access and state-of-the-art meeting spaces for presentations, activities, and more. An elegantly casual cocktail reception started off the vent, followed by two days of workshops and team-building exercises. On the final day, guests enjoyed dinner at the Blue Ribbon Sushi Bar & Grill, located next to the Bass Museum of Art, before departing to bring their newly gained brand insights back to their home countries.

THE VIBE



“People often underestimate how much the place you hold your event impacts the message you want to send,” explains Valerie Bihet of VIBE. “Miami is not just a popular city with tons of beautiful beaches and unique culture, it is a destination that immediately puts international audiences at ease, ready to interact and receive information.” When selecting the host city for events, Bihet says the perfect location will have a balanced mix between a place people are eager to visit, someplace accessible from multiple points of origin, and that has plenty of options for full-service accommodations, high-end entertainment, and quality food & beverage offerings.

CLIENT TESTIMONIAL:

Many thanks for your enthusiasm and professionalism throughout the event. We can always count on you and the personal touch you always bring to our events is unique. Valerie, we thank you and your team for making this event a success. See you next year!