

Content Analysis of Storytelling Power in Luxury Branding in the Film Mrs. Harris Goes to Paris

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ABSTRACT

This research examines the role of cinematic storytelling in building luxury brand identity, focusing on the film Mrs. Harris Goes to Paris and its depiction of the Dior brand. Using Kapferer and Bastien's Luxury Brand Identity Model, this research explores five key dimensions of luxury branding: exclusivity, craftsmanship, dream factor, symbolic value, and cultural dimension. Through a qualitative content analysis of key scenes, dialogue, and visual elements, the study found that the storytelling in the film effectively highlighted Dior's aspirations and exclusivity, despite criticisms of authenticity and over-commercialization. In addition, sentiment analysis of 342 Google reviews showed that the film's narrative elements were able to create emotional resonance, reinforcing the aspirational and exclusive nature of the Dior brand. The findings provide important insights for academics and practitioners on how storytelling strategies can be used to integrate cultural, emotional and symbolic elements in luxury branding, and maintain brand relevance in a competitive global market. This analysis underscores the importance of authentic and relevant narratives in maintaining credibility and consumer trust in luxury brands.

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Introduction

Luxury brands are defined as expensive products or services produced by companies with a reputation for high quality (Cambridge Dictionary). These brands not only offer goods or services but also allow consumers to live their dreams and feel something special through their experiences. Elements such as showrooms in elite locations such as Monte Carlo or Shanghai reinforce the exclusivity, aspiration, and luxury that characterize these brands.

The success of branding strategies in creating this aura of exclusivity can be seen in the example of well-known brands. Rolex, for example, capitalizes on its high-status image through its association with prestigious events such as Wimbledon and world-class yacht sailing (London Icon, 2023). These sponsorships reinforce exclusivity and make the brand a symbol of achievement. Similarly, Louis Vuitton accentuates stories of travel and adventure through its visual

campaigns, with classic luggage frequently appearing in exotic locations, emphasizing the image of luxury and exclusivity of travel (Icon of London, 2024).

Brands like Gucci show that combining traditional heritage and modernity can create an identity relevant to young consumers. Digital campaigns such as #GucciGram engage contemporary artists to redesign iconic Gucci motifs, combining elements of modern creativity with luxury tradition (London Icons, 2024). These strategies show how luxury brands can balance traditional values with modern relevance, maintaining their appeal in the global market.

On the other hand, storytelling is important in modern luxury branding. Walter and Gioglio (2018) explain that storytelling helps shape brand identity through narratives that build emotional connections with consumers. Mossberg and Johansen (2006) add that storytelling effectively captures consumer attention, while Guber (2007) highlights the importance of authenticity in the narrative to create a deep connection. Through storytelling, brands can integrate emotional and aspirational values in their marketing strategies.

In this context, haute couture—which means "high sewing" in French—played an important role in creating an image of exclusivity and artistry for luxury brands. Haute couture clothing, hand-sewn using high-quality materials, symbolizes prestige and craftsmanship that is only accessible to a select few. Although prêt-à-porter (ready-to-wear) lines provide greater financial returns, haute couture represents the artistic values and cultural heritage attached to luxury brands.

Mrs. Harris Goes to Paris (2022) is an interesting case study of how cinematic storytelling and haute couture complement each other in luxury branding. The film depicts the journey of a lower-class worker, Mrs. Harris, who seeks to own a Dior haute couture gown as a symbol of personal achievement. This narrative not only highlights the element of personal transformation but also positions Dior as an aspirational and exclusive brand.

This storytelling approach mirrors the successful branding strategies of other brands, such as Barbie, which, through its 2023 movie, integrates modern values such as empowerment and inclusivity without losing its aspirational appeal (Ofek et al., 2024). This strategy aligns with the Luxury Brand Identity Model (Kapferer & Bastien, 2012), emphasising the importance of exclusivity, prestige, and symbolic value in building a luxury brand identity.

The movie Mrs. Harris Goes to Paris not only offers an inspiring story but also provides insights into how storytelling can reinforce core dimensions of luxury branding, such as cultural heritage, art, and emotion. This research aims to explore how cinematic storytelling can be used as a strategic tool in building and sustaining a luxury brand identity, taking Dior as the primary example in the analysis.

The novelty of this research lies in its interdisciplinary approach, integrating luxury branding theories with film studies and sentiment analysis. While previous studies have investigated brand storytelling in luxury advertisements and digital campaigns, this study extends the discourse by demonstrating how cinematic narratives shape brand perception through emotional resonance, historical representation, and symbolic storytelling. Additionally, by analyzing audience sentiment from online reviews, this research provides empirical evidence on how consumers emotionally engage with cinematic storytelling in luxury branding.

This research aims to analyze how the elements of the Luxury Brand Identity Model (Kapferer & Bastien, 2012) are applied in representing the Dior brand through the film *Mrs. Harris Goes to Paris*. The main focus of this research is identifying the elements of luxury brand identity reflected in the narrative, visual, and cultural elements featured in the film, including strong identity, symbolic value, cultural and artistic dimensions, and dream factors. Explore the role of cinematic storytelling in strengthening Dior's brand image as a symbol of luxury, aspiration, and exclusivity in the eyes of the audience.

Research Methods

Content Analysis

Content analysis was used to explore the key themes in *Mrs. Harris Goes to Paris*, reinforcing Dior's image as an aspirational and transformative brand. Krippendorff's (2004) content analysis framework was used to ensure that the analysis process was systematic and replicable. In the content analysis methodology for *Mrs. Harris Goes to Paris*, data sources came from several key elements relevant to the focus of the analysis, which are detailed as follows:

1. Source of Visual and Narrative Data from Film

The primary data used in this content analysis comes directly from the film *Mrs. Harris Goes to Paris*. Scenes in the film depicting Dior symbolism, narrative impact, and visual representations of Dior products, including making haute couture dresses in the Dior workshop, were used to identify the main themes underlying the Dior brand image in the film.

Observations of visual elements such as the House of Dior's layout, the dresses' design, and the characters' interactions with Dior products provide insight into how Dior is positioned as a symbol of luxury and aspiration.

2. Source Theory

Relevant theories are used as a framework to strengthen the analysis. Escalas and Bettman's (2003) theory of brand storytelling analyzes how products in films become symbols of identity and aspiration for characters. It helps illustrate how the film's narrative connects the Dior dress to Mrs. Harris' personal transformation.

The Luxury Brand Identity Model (Kapferer & Bastien, 2012) was used to understand how elements of craftsmanship and superior quality are highlighted in the film through visualising the dressmaking process and the representation of the high quality that Dior identifies as a luxury brand. Elements such as detailed stitching, high-quality materials, and an exclusive selection process were grouped to explore how the film portrays the brand as an example of craftsmanship and exclusivity.

3. Qualitative Data Sources from Movie Reviews and Criticism

In addition to visual sources from the film, critics' reviews and other trusted sources, such as from *The Hollywood Reporter*, *Vogue*, and *The Guardian*, were also used to gain additional perspectives on the film's reception and how external criticism confirmed or expanded on the identified themes. This review provides insights into how audiences and critics responded to the

portrayal of Dior and how the costumes and settings in the film reinforced Dior's image as an aspirational luxury brand.

Using these various data sources, the content analysis was systematic and replicable, allowing for a deep dive into how the narrative and visual elements in the film portray Dior's brand identity and its influence on the audience.

Sentiment Analysis

This study used sentiment analysis to capture audience perceptions of the movie *Mrs. Harris Goes to Paris* and its impact on Dior's brand image. The steps taken in this analysis refer to the theory and methodology suggested in the article "Simplifying Sentiment Analysis on Social Media: A Step-by-Step Approach," published by Chau et al. (2024).

1. Step 1: Data Collection

The first step in this analysis was to collect relevant data. 342 Google reviews related to the movie *Mrs. Harris Goes to Paris* were collected. This data formed the basis for the analysis to understand the public sentiment towards the film and Dior's portrayal in the film.

2. Step 2: Data Pre-processing

The collected data must be cleaned and preprocessed to remove irrelevant information, such as URLs, hashtags, and everyday words that do not support the analysis (stopwords). This process is done according to the practice suggested in the article that optimizes analysis results by removing elements that do not contribute to the sentiment analysis (Alantari et al., 2022).

3. Step 3: Feature Extraction

At this stage, the process extracts important features that describe the sentiment in the text. Words like "dream," "aspirational," and "exclusive" help indicate positive sentiment, while words like "inauthentic" and "over-commercialized" signify negative sentiment. TF-IDF and word embedding techniques were described by Chowdhary (2020) as a way to assign weights to relevant keywords in reviews (Chau et al., 2024).

4. Step 4: Sentiment Categorization

After the data was analyzed, the reviews were categorized into three categories based on the sentiment contained in the text:

- **Positive Sentiment**→ Reviews that show a positive emotional connection to Dior, using words like "transformational" and "elegant."
- **Neutral Sentiment**→ Reviews that acknowledge Dior's appeal but express a more balanced view.
- **Negative Sentiment**→ Reviews that criticize Dior's portrayal as unrealistic or overly commercialized.

Research Limitations

This study considers several limitations when interpreting the results and findings. The primary limitations identified in this study are:

- **Data Scope**

This research only relies on two primary data sources: Google reviews and Dior's financial statements. As such, the data analyzed is limited to these two types of information, which may affect the completeness and diversity of perspectives drawn from other audiences or consumers. This study did not consider other data sources, such as social media, direct interactions with consumers, or internal company data sources (e.g., customer satisfaction surveys). Therefore, the results of this analysis may not fully depict a global or multidimensional view of Dior's brand portrayal or its impact on a broader audience.

- **Subjectivity in Sentiment Analysis**

As a study that uses sentiment analysis to assess audience perceptions, it recognizes the element of subjectivity in the interpretation process. User reviews on platforms like Google often contain emotional language and variability in writing, which can be challenging regarding sentiment classification and assessment. For example, an audience member may use more negative language even though their intentions are not evil, or conversely, they could express subtle appreciation that is harder to identify. Therefore, even though sentiment classification has been done systematically, there is still a possibility that biased interpretations can occur in the analysis process.

- **Focus on One Movie**

This research is focused on the film *Mrs. Harris Goes to Paris*, which means that the findings are highly tied to the specific context of the film. The film has a unique narrative, characters, and portrayal of the Dior brand, which may differ from other films or other media that use brand storytelling as a marketing strategy. Therefore, the findings from this study may not be generalizable to brand storytelling in other films or different brand contexts. Using this approach for other brands with different flows and representations may yield different results.

- **Limitations in External Data Availability**

This research is also limited in terms of external data that can illustrate the broad impact of Dior brand storytelling globally. This study did not include broader external data, such as data from more extensive market research, consumer interviews, or direct surveys regarding perceptions of Dior as a whole. This may limit the ability to provide a more comprehensive picture of the sentiments of a possibly more diversified audience.

Despite these limitations, the research still provides valuable insights into the interaction between brand storytelling, luxury branding and emotional resonance with audiences. By narrowing the scope and focusing on two primary data sources, the methodology allows for practical and achievable results. It provides a clear picture of how storytelling can influence the perception of the Dior brand. This research does not claim to provide universal conclusions, but the results provide relevant insights for developing brand storytelling strategies in the luxury branding industry.

Results and Discussion

Luxury Brand Identity Model

1. Strong Identity

The strong luxury brand identity in *Mrs Harris Goes to Paris* is reflected through heritage, authenticity, and exclusivity, which significantly builds Dior's emotional appeal as a luxury brand.

The Heritage element, shown through the representation of the showroom, refers to the Parisian style of the 1950s, an era that reflected the luxury and elegance of haute couture. The showroom symbolizes Dior's cultural heritage and long history, featuring a classic interior design inspired by Dior's 1947 "New Look". In scenes showcasing the dress collections, the use of Dior's original archives is evident in the costume designs that revive the era's signature couture style. One of the key moments is when Mrs. Harris first walks into the Dior showroom. She is struck by the elegant ambience that combines vintage aesthetics with a touch of modern exclusivity, creating a mesmerizing visual experience that reinforces Dior's historical identity.

The authenticity of the brand is also strongly felt in the details shown throughout the movie. The haute couture creative process depicted in Dior's atelier shows the dedication to craftsmanship, the use of high-quality materials, and the deep attention to every design detail. The scene where the seamstresses meticulously adjust the dress pattern by hand shows how Dior remains true to the tradition and authenticity of haute couture. This detail enhances the visual appeal and confirms Dior's credibility as a guardian of fashion traditions. This authenticity is also reflected in the costume worn by the main character, Mrs Harris, where the design of the dress is not only a visual representation but also a medium to tell the story of Dior's traditional values.

Exclusivity is another important element in building the strong identity of the Dior brand in this movie. The personalized service received by Mrs. Harris during her visit to the showroom shows how Dior creates a highly individualized customer experience. In the scene, the Dior staff serves Mrs Harris with great care, from offering her the right dress to providing a personalized haute couture experience. The experience is transformative for Mrs. Harris, a working-class woman who experiences for the first time how personalized service from a luxury brand can boost her confidence. This scene illustrates how exclusivity is related to the product and the emotional experience that the brand provides to the customer. This interaction demonstrates the power of cinematic storytelling in amplifying brand value, making Dior a symbol of luxury but also of aspiration and personal transformation.

2. Symbolic Value

Luxury goods transcend their practical functions and become symbols of aspiration, identity, and social status. In *Mrs. Harris Goes to Paris*, Dior is portrayed not only as a fashion brand but also as a tool for social and personal transformation, especially for the main character, Mrs. Harris. The movie highlights how a luxury item like a Dior dress has value far beyond the physical product.

The scene where Mrs Harris chooses a Dior dress is a key moment that highlights the symbolic value of luxury goods. Mrs. Harris' eventual choice of the red dress reflects her courage and conviction to transcend her social and economic limitations. This dress is not just an outfit but a symbol of her transformation journey. Mrs. Harris' courage to purchase the Dior dress represents achievement and self-worth, showing how luxury goods can symbolise deep aspirations.

The interaction between Mrs Harris and the Dior staff during the dress selection process shows how luxury goods can build an emotional connection between brands and consumers. The attentive personalized service from the Dior staff provided a profound emotional experience for Mrs. Harris. This experience shows that luxury goods are not only about their material quality but also about the emotional value they create in the relationship between consumers and brands.

After getting her dream dress, Mrs Harris generously lent the Dior dress to her neighbour, Pamela Penrose, who needed an outfit to attend a social event. However, the dress caught fire because Pamela stood too close to the heater, causing Mrs. Harris a great loss. This loss reflects the loss of the symbol of aspiration and hard work that the dress represents.

News of the incident reached Dior, who then sent a replacement dress in the form of the red dress that Mrs Harris had previously coveted. This action shows Dior's dedication to their products' emotional value and commitment to their customers. This incident emphasizes how luxury brands like Dior prioritize consumers' emotional experiences by selling products and providing meaningful symbolic value.

In line with Bourdieu's Distinction Theory (1984), luxury goods such as Dior dresses function as cultural capital and social status markers, allowing consumers to articulate their identity. In this film, Dior becomes a symbol of aspiration and a tool of personal transformation for Mrs. Harris. In addition, the Art Infusion Theory by Hagtvedt & Patrick (2008) shows how the artistic value of luxury products amplifies their emotional appeal, while the Self-Concept Theory by Sirgy (1982) emphasizes that luxury brands support consumers' self-idealization. Narrative Transportation Theory by Escalas & Bettman (2003) is also relevant, where strong storytelling in the film reinforces Dior's symbolic value as a brand capable of inspiring deep aspirations.

The movie shows that the symbolic value of luxury goods like Dior goes beyond their material qualities. They serve as cultural and emotional symbols that allow consumers to express their identity, creating a deep emotional connection with the brand. By presenting Dior as a tool for personal transformation, **Mrs Harris Goes to Paris** affirms the role of luxury goods as symbols of aspiration and tools for achieving dreams and social change.

3. Cultural and Artistic Dimensions

The cultural and artistic dimension is one of the main pillars of the Luxury Brand Identity Model by Kapferer and Bastien (2012). This pillar emphasizes how luxury brands create cultural value that goes beyond the economic function of their products, making them artistic institutions that preserve tradition and aesthetics. In *Mrs. Harris Goes to Paris*, the fitting scene at Dior's atelier clearly illustrates the cultural and artistic dimensions of haute couture at the brand's core.

- **Artistry in the Haute couture Process**

The fitting scene at Dior's atelier provides an in-depth look at the intricate process behind making a haute couture dress. This process includes the selection of high-quality fabrics, precise pattern design and detailed handwork. In the movie, every element of the craftsmanship is shown with great care, from the neat hand stitching to the personalized adjustments made by the tailors at the atelier.

This artistry illustrates Dior's dedication to craftsmanship, which highlights the technical excellence and artistic value attached to each of its dresses. The narrative shows how Dior maintains high standards in creating products that are not just clothes but works of art. The audience is presented with stunning visuals of this creative process, showing how art and manual skills collaborate to create unique, personalized dresses.

- **Cultural Representation in Haute couture**

The fitting process also underscores how haute couture is integral to cultural heritage. The film positions Dior as a cultural institution that preserves the traditions of 1950s Parisian fashion, the golden era of haute couture. The classic atelier setting, complete with a calm and detail-focused working atmosphere, reflects how haute couture transcends the function of clothing into a living expression of art. This scene shows that each dress is the result of the production process and a symbol of fashion tradition and history. By showcasing the artistic details of haute couture, the movie reinforces Dior's image as a guardian of high cultural traditions that transcend time.

In the context of Holt's (2004) cultural branding theory, luxury brands like Dior create not only products but also deep cultural values. In the fitting scene, Dior functions as an art institution that creates an emotional and cultural connection with its consumers. The creative process shown in this film illustrates how Dior operates not only as a fashion house but also as a symbol of art and cultural heritage.

Kaplan and Haenlein (2016) emphasize the importance of handwork in luxury branding, which adds a personal and artistic dimension to the product. In the movie, the audience sees how handcraftsmanship becomes a prominent element, creating an emotional connection between the product, the consumer and the brand. Dedication to detail and quality not only increases the material value of the product but also affirms Dior's position as a custodian of cultural traditions.

4. Dream Factor

The climactic scene in *Mrs Harris Goes to Paris*, where Mrs Harris receives a red dress from Dior and wears it to a social event, reflects the **Dream Factor** aspect of the Luxury Brand Identity Model by Kapferer and Bastien (2012). This pillar highlights how luxury brands sell products, aspirations, and fantasies that transcend their material value. In this context, Dior demonstrates its ability to be a symbol of change, hope, and the realization of dreams through its consumer experience.

Mrs. Harris' transformation is one of the main elements of the dream factor. The red dress provided by Dior is not only an item of clothing but also a symbol of personal achievement and change. Mrs Harris, who initially only dreamed of owning the Dior dress, experienced a change in her perception of herself when she wore the dress. This transformation aligns with the **Self-Concept Theory** proposed by Sirgy (1982), emphasising how luxury goods allow consumers to realize an idealized version of themselves. The red dress empowers Mrs Harris to appear confident and transcend her social boundaries, making it a powerful symbol of aspiration.

The use of art elements in Dior's haute couture designs also reinforces the dresses' emotional and symbolic value. Art Infusion Theory by Hagtvedt & Patrick (2008) states that

integrating art into luxury goods increases the brand's emotional appeal and aspirational value. Mrs. Harris's red dress is designed with exceptional attention to detail, combining high aesthetics with a deep emotional narrative. In the scene, this dress is not just an outfit but a work of art that reflects the exclusivity and beauty consumers desire.

Moreover, the iconic phrase in the movie, "It's not just a dress-it's Dior!" emphasizes how luxury goods transcend material functions to become symbols of dreams and life changes. This moment also shows how Dior builds a deep emotional connection with its customers through transformative experiences. When Mrs. Harris received the red dress, Dior managed to turn her previous disappointment into a moment of profound happiness and hope. This reflects the brand's power in creating lasting emotional connections.

By combining elements of aspiration and art, Dior asserts its position as a brand that sells dreams and hopes, not just products. Mrs Harris's personal transformation through the red Dior dress shows how a luxury brand can catalyse meaningful life change, making the consumption experience more than a material transaction. This scene reinforces Dior's dream factor and shows how a strong emotional narrative can create deep loyalty and resonance with consumers.

Sentiment Analysis

1. Positive Sentiment

Positive sentiments reveal that Mrs. Harris Goes to Paris manages to create an enchanting atmosphere of nostalgia, supported by beautiful cinematography and charming costumes. Mrs. Harris' inspiring narrative and emotional journey make the film heartfelt, while the element of escapism provides a refreshing escape from reality. The movie is a hit with audiences looking for light-hearted entertainment with a positive, uplifting message.

Dior's Visual Depiction

In positive reviews, audiences highly appreciated Dior's representation in the movie, especially regarding visuals. The costume worn by the main character, Mrs Harris, who is gifted a Dior gown, received much praise for being elegant and reflecting the luxury and high quality synonymous with the brand.

"Charming, and the Dior clothes in Paris are just gorgeous."

- June Mitchell -

"The Dior dresses in the movie are stunning. They truly capture the essence of haute couture and bring a sense of grandeur to the movie."

- Movie Fan Review -

Fashion-loving viewers also appreciated how stunning the Dior dresses were in the movie. They praised the quality of the outfits depicted in the movie, creating an atmosphere of luxury that perfectly suits the Dior brand, which is already known as a symbol of exclusivity and beauty.

Dior as a Symbol of Luxury

The movie successfully shows Dior as a symbol of prestige and aspiration. Some viewers appreciated how Dior became a symbol of personal change and achievement, especially for the

main character from the working class. The Dior dress becomes a powerful metaphor for personal transformation in this movie.

"The story is a beautiful depiction of how Mrs. Harris, through the desire to own a Dior dress, embarks on a transformative journey. It showcases Dior as the epitome of luxury and achievement, showing that with determination, anything is possible."

- Andrea Gutierrez -

Viewers who appreciated the aspirational values in the movie felt that Dior became more than just a fashion brand—it became a symbol for achieving dreams and showing outstanding personal achievement. This adds a profound dimension to the story and conveys a powerful message about determination and dreams.

Dior's Nostalgic Charm

Some viewers also noted how the movie managed to create a very nostalgic atmosphere, with Dior being a central part of the movie's aesthetic. The depiction of Paris in the 1950s, with Dior as a fashion icon, takes viewers back to the golden age of fashion and creates an alluring atmosphere.

"...love how Dior is portrayed in this movie. The elegance and history of the brand were really captured in the beautiful dresses and the luxurious settings."

- June Mitchell -

"The movie brought the 1950s to life beautifully, and the Dior dresses were the cherry on top. Truly magnificent fashion!"

- Sara W...

The Charm of Nostalgia and Sentimentality

One of the most appreciated aspects of the positive reviews is the movie's ability to create an alluring atmosphere of nostalgia. The 1950s settings in London and Paris and the simple and compassionate main characters provide heartfelt entertainment. Viewers appreciated Mrs Harris' emotional journey, which was filled with kindness and hope.

"This is a quaint lovely movie about a simple, kind, and generous cleaning lady who always sees the best in people, often to her own detriment."

- Jennifer Hodgson -

"A current release which acts as a star vehicle for Oscar nominee Lesley Manville... It's the 1950's & Manville works as a housekeeper for various households who decides one fine day she wants to buy a Christian Dior dress."

- Alex Mangual -

The nostalgic elements and sentiments built around Mrs Harris's character make this film appealing to those who love light and emotional stories.

Visual Charm and Cinematic Aesthetics

The movie has also been praised for its visual beauty. The cinematography depicting London and Paris in the 1950s and the stunning Dior costumes created a visually enthralling viewing experience. Many viewers felt that the movie captured the era's elegant essence, adding depth to the viewing experience.

"Absolutely charming, and the Dior clothes in Paris are just gorgeous."

- June Mitchell -

"A beautiful movie with great wit, admirable characters, and stunning artistry."

- Movie Fan Review -

Inspiring and Uplifting Narratives

Another positive sentiment arises from the depiction of Mrs. Harris' journey of trying to realize her dream of owning a Dior dress. Her struggle and perseverance moved many viewers, who saw her as a symbol of hope and courage. The themes of grit and personal dreams were a major draw for audiences looking for inspiration and encouragement.

"This is a beautiful story that reminds you how to dream, how to believe in yourself, and how to keep your hopes up."

- Saumya Singh -

"A beautiful movie about chasing your dreams.

- Andrea Gutierrez -

Escapism and Imagination

The movie also manages to escape reality through the glamorous lifestyle portrayed, bringing the audience into the dreamy world Dior represents. Many viewers appreciated the movie as a refreshing and entertaining escape.

"Very warm-hearted and touching, sweet movie. It feels like a movie out of the world of Mary Poppins or Bedknobs and Broomsticks."

- Haden Young -

"Lovely movie with surprising depth. Cheers to working-class rights. No swearing, no sex. Enjoyable." - F Edgar -

2. Negative Sentiment

Mrs. Harris Goes to Paris received mixed reactions from audiences. Some reviews criticized the lack of focus on authentic Dior fashion design and that it did not reflect the expected haute couture quality. Viewers who expected a representation of Dior's iconic products in keeping with the house's aesthetic felt that the film failed to showcase the elegance and distinction inherent to the brand. For example, the depiction of the Dior dresses, which should have highlighted the exceptional craftsmanship, with fine stitching details and selection of high-quality materials, was not fully reflected well in the movie.

The Dior fashion house in the movie is supposed to reflect the highly exclusive, elegant and luxurious atmosphere that the brand is known for. However, some reviews consider that the setting of the Dior fashion house, including its interior design and atmosphere, does not quite bring out the aura of luxury and prestige that the brand should have. Viewers expecting a more authentic representation of how Dior operates in the international fashion world may feel that the atmosphere of the fashion house falls short of their expectations.

Dior is a brand strongly associated with exclusive culture and a symbol of high social status. In the movie, the attempt to portray Dior as a world accessible only to a privileged few is not fully achieved. Some viewers felt there was a lack of portraying the social class strongly associated with

the brand, which should have been an important element in showing how exclusive and expensive Dior products are.

"Not much focus on Dior fashion and the best dresses!"

- Doreen Hope -

"No discretion in the Dior house... many huge faux pas."

- Moira Theulier -

These comments suggest that while the film seeks to highlight the iconography of the Dior brand, the lack of attention to details such as fashion design or the authentic atmosphere of the Dior fashion house may undermine the desired image of exclusivity and luxury. Inaccurate representations of Dior products risk undermining the expected emotional experience of the brand.

Some critics have also highlighted anachronisms, such as the use of inappropriate cars for the 1950s or other elements that do not accurately reflect Parisian conditions at that time. These discrepancies can lower the overall credibility of the movie, as viewers expecting a historically and culturally accurate movie may find these details distracting from the viewing experience.

"The cars in the movie were from the '60s?!?"

- Moira Theulier -

"Fail big time as I had to write this review."

- Mike Heto -

These historical inaccuracies create dissonance with the audience's expectations of a more faithful representation of 1950s Paris. In the context of luxury branding, historical errors like this diminish the credibility of the film and Dior's image as a symbol of luxury closely tied to fashion history and tradition.

Another criticism was related to the character development, which felt shallow and could not build a strong emotional connection with the audience. This criticism was highlighted by viewers who felt that Mrs. Harris' character lacked enough depth to create a strong emotional bond despite the film's narrative focusing on a journey of personal transformation. It was also criticized for relying too much on coincidental events and unrealistic resolutions, which reduced the emotional appeal and credibility of the story as a whole.

"Lesley Manville... hopelessly miscast in this silly movie."

- Jackie Gannon -

"Lesley Manville as a working-class 1950s 'anglaise' - acted to the point of parody."

- Gabrielle Corbett -

"The surprise good fortunes to offset the bad turns kept getting more and more ridiculous."

- ep lp-

"Too far-fetched. Now, I loved Cinderella, but this was no Cinderella."

- Elissa Norwood -

The overly fantastical elements in the storyline create an emotional distance between the audience and Mrs. Harris' journey of transformation, which should be the film's emotional core.

Some reviews also noted that the movie conveyed inconsistent messages about materialism and aspiration. Viewers felt that the movie's narrative contradicted the aspirational theme it was trying to convey

"Mixed messages, with materialism as hero and villain."

- Henry Bergmann -

"She didn't just want a fancy dress; she was yearning for a more fulfilling life and relationships. The writers didn't take the main character seriously."

- Sage -

This ambiguity in messaging confuses the audience and undermines the movie's attempt to present a cohesive and emotionally relevant narrative.

The film *Mrs. Harris Goes to Paris* has significant implications for the Dior brand in the concept of luxury branding. The brand representation in the film reinforces the main elements of luxury brand identity, such as exclusivity, aesthetics, and symbolic value. Dior is portrayed as a cultural institution that preserves the tradition of haute couture through the visualization of haute couture dresses and the transformative narrative of the main character. Dior's exclusivity is reinforced through Mrs Harris' personal experience in the Dior showroom, reflecting how emotional interaction can strengthen a luxury brand's appeal. In addition, the representation of art and aesthetic values in Dior's gowns affirms the brand's position as the guardian of a classy art tradition.

In the context of emotional connection, the film's narrative highlighting Mrs. Harris' personal struggle and transformation successfully strengthens the emotional connection between consumers and the Dior brand. This increases brand loyalty, as Dior is not only seen as a luxury product but also as a symbol of aspiration and a tool to achieve personal change. However, criticism of historical inaccuracies, lack of exclusivity in the depiction of the showroom, and some fashion design elements pose challenges to the brand's credibility. As a brand with a long tradition, Dior relies heavily on the perception of authenticity and consistent elegance in all its representations.

The movie also allows Dior to adapt its communication strategy better. These strategies could include strengthening aspirational narratives that highlight the brand's role in social and personal transformation, more strategic cinematic collaborations to showcase the brand's uniqueness, and highlighting the exclusivity of the customer experience. From a brand equity perspective, the film's narrative enriches Dior's brand association with deep emotional values, enhances the emotional connection with consumers, and strengthens the brand image as a symbol of aspiration and prestige. However, it also reduces brand credibility and exclusivity associations, which poses a challenge for Dior to remain relevant and maintain its position as a leader in the luxury fashion industry. The film emphasizes the importance of strong storytelling and authentic representation in maintaining the image of luxury brands in the eyes of global consumers.

Conclusion

This research analyzes how the elements of the Luxury Brand Identity Model Kapferer and Bastien, (2012) are applied to represent the Dior brand through the film *Mrs. Harris Goes to Paris*. Based on the findings, it can be concluded that the film effectively utilizes luxury brand identity elements such as Strong Identity, Symbolic Value, Cultural and Artistic Dimensions, and Dream Factor to reinforce Dior's image as a symbol of luxury, aspiration, and personal transformation.

Elements of Dior's Strong Identity, which include heritage, authenticity and exclusivity, are realized through the depiction of the 1950s Paris showroom and the accuracy of the costume designs that reference Dior's original archives. The narrative of the personalized service Mrs. Harris

received at the showroom reflects an immersive, exclusive experience, highlighting the strength of the brand's identity as a guardian of tradition and artistic values.

The Symbolic Value of Dior products goes beyond their utilitarian function, becoming symbols of aspiration, identity and social status. Mrs Harris' choice of a red dress, which reflects her courage and personal transformation, shows how Dior products serve as a tool to create a strong emotional connection with consumers, in line with Sirgy's (1982) Self-Concept theory.

Dior's Cultural and Artistic dimension is depicted in the fitting scenes that showcase the haute couture process, reinforcing the brand's image as an art institution that preserves cultural traditions. The detailed craftsmanship in making haute couture gowns highlights technical excellence and artistic value that adds to the emotional appeal of Dior products.

The Dream Factor, which reflects consumers' aspirations and fantasies, is realized in the climactic scene when Mrs. Harris wears Dior's red dress. The main character's personal transformation confirms Dior's ability to be a symbol of life change, going beyond physical products to create a deep emotional connection.

However, while the film overall reinforced Dior's brand equity, some criticisms of historical inaccuracies, a lack of exclusivity in the showroom design, and certain fashion elements challenged brand credibility. These criticisms underscore the importance of authentic and consistent representation in reinforcing brand associations with luxury and prestige.

In conclusion, *Mrs. Harris Goes to Paris* reinforces Dior's image as a luxury brand by utilizing rich emotional and visual narrative elements, creating a deep connection between the brand and its consumers. The findings of this study confirm that cinematic storytelling is an effective tool in strengthening luxury brand identity while providing strategic insights for luxury brands to utilize the medium of cinema to build emotional and aspirational connections with global audiences.

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