

**Christian Dior UK Ltd. "Try Your Luck" Prize Draw - Official Rules**  
**(December, 2025 Release)**

**1. Promoter:** The promoter is Christian Dior UK Ltd., a company registered in England and Wales under company number 02809988, whose registered office is at 1 Barlow Place, 3rd floor London W1J6DG (referred as "Dior")

**2. Eligibility:**

a. This prize draw is open to individuals aged 18 years or over who are natural persons acting in a private capacity and not in the course of any business, trade, craft, or profession, excluding employees of Dior UK or anyone professionally connected with this promotion.

b. Proof of age may be required.

**3. No Purchase Necessary:** Entry into the prize draw is free and no purchase is necessary.

**4. Prize Draw Period:** The prize draw operates during the period from 7th January 2026 until 28th February 2026 (the "Prize Draw Period"), coinciding with the opening of the Dior pop-up at Selfridges. Weekly prize distributions occur each Thursday within this period, starting from 8th January 2026.

**5. How to Enter:**

**5.1. Weekly Prize Draws (each Thursdays during the Prize Draw Period):**

i. Individuals wanting to participate shall register online via the link received or by scanning the QR code available in the Dior pop-up. During registration, participants will be required to provide the personal information as detailed in Section 10 of these Official Rules and select a day and a time slot.

ii. Entry is limited to the first 100 individuals who register for each specific weekly draw.

iii. Each individual is permitted to register and participate in only one (1) weekly draw throughout the entire Competition Period. There are a total of 8 weekly draws.

iv. Registered participants must physically attend the Dior pop-up, on the Thursday and time slot for which they registered.

v. Upon attendance, participants will draw a number corresponding to an envelope that will allow the participants to discover their prize.

**5.2. Grand Prize Draw Automatic Entry:**

By successfully registering for any of the Weekly Prize Draws (5.1), each participant will be automatically entered into the Grand Prize Draw, which will take place on 27th February 2026. No further action is required to participate in the Grand Prize Draw.

**6. Prizes**

**a. Weekly Prizes (Thursdays):**

Every participant who successfully registers and attends the Dior pop-up on their selected Thursday will be guaranteed to receive a prize. Upon arrival, each participant will be invited to draw a numbered envelope at random. Within these envelopes lies the key to their exclusive reward.

One fortunate participant per weekly session will discover a "Golden Ticket"<sup>1</sup>, " granting access to a truly exceptional and prize: a ceramic nuts plate designed by Jonathan Anderson valued at £540 value (Public Selling price<sup>2</sup> incl. taxes), of which only eight (8) are available across the entire Prize Draw Period. The remaining ninety-nine (99) envelopes each contain a voucher entitling the participant to receive the coveted "Dior by Dior" book (Public Selling price of £33 (incl. taxes)).

#### **b. Grand Prize (27th February 2026):**

An exquisite day in Paris for two, fully immersed in the world of Dior., organized by Dior. The prize includes:

- Round-trip Eurostar tickets from London to Paris for 2
- Transportation organized by Dior between Gare du Nord station and the Dior boutique at 30 Montaigne, and return transportation.
- a curated lunch experience for two (2) at the Monsieur Dior restaurant, nestled within the historic 30 Montaigne Dior Boutique in Paris. This includes a meal for the winner and their chosen companion. The total cost of this lunch, encompassing food, non-alcoholic beverages, and alcoholic beverages, shall not exceed five hundred euros (€500) for both individuals. Any expenditure beyond this specified limit will be the sole responsibility of the winner. Please note that while alcoholic beverages may be available, their consumption is subject to French law and must be exercised with moderation.,
- An accompanied visit to the Dior Gallery,

The approximate retail value of the Grand Prize is £1,200.00<sup>3</sup>.

#### **7. Winner Selection and Notification:**

##### **a. Weekly Draws:**

Participants who successfully register and attend the Dior on their chosen Thursday during the Prize Draw Period will receive their randomly selected prize box directly at the pop-up location.

##### **b. Grand Prize Draw:**

- i. The winner of the Grand Prize will be selected by a random draw from all eligible entries on the evening of 27th February 2026.
- ii. The draw will be conducted in accordance with the detailed methodology outlined in Section 10 of these Official Rules, ensuring complete randomness and impartiality.
- iii. The winner will be notified by email on the evening of 27th February 2026 to the email address provided at registration.
- iv. The winner must acknowledge receipt of the notification and accept the prize within four (4) days of the email being sent. v. If the winner fails to respond within the specified timeframe, the prize will be forfeited and will not be re-allocated.

#### **8. Grand Prize Travel Conditions:**

- a. The winner will be responsible for communicating their preferred travel dates, subject to availability.

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<sup>1</sup> The term 'Golden Ticket' is used figuratively; the ticket does not physically contain gold.

<sup>2</sup> Prices indicated in the present document designate Public Selling Price as of the date of these prize draw rules

<sup>3</sup> May fluctuate in consideration of the Eurostar tickets rates.

b. The trip must be completed within three (3) months from 27th February 2026, i.e., no later than 27th May 2026. The winner must provide their availability with a minimum of three (3) weeks' notice between the communication of their preferred dates and the proposed travel dates.

Please note that travel and the associated visit to the Dior Gallery cannot be scheduled on a Tuesday, as the Dior Gallery is closed on this day.

c. Departure will be from St Pancras International, London.

d. The winner and their companion are solely responsible for ensuring they have all necessary and valid travel documentation, including passports, visas, and any other entry requirements for France and re-entry to the United Kingdom.

e. Travel insurance is not included and is the responsibility of the winner and their companion.

f. Any costs incurred in excess of the prize value (e.g., additional travel, meals, spending money, excursions) are the responsibility of the winner.

### **9. General Conditions:**

a. Prizes are non-transferable and no cash alternative will be offered.

b. Dior reserves the right to substitute any prize with a prize of equal or greater value in the event of unavailability.

c. Dior reserves the right to disqualify any entrant who tampers with the entry process or who violates these Official Rules.

d. The decision of Dior regarding all aspects of this prize draw is final and binding.

e. **Technical issue, Force Majeure and Unforeseen Circumstances:** Dior is not responsible for any technical issues, system failures, or any other problems that may result in an entry not being received or acknowledged.

Furthermore, Dior shall use its best endeavours to fulfil its obligations under these Official Rules. However, Dior shall not be liable, nor be obliged to reschedule the prize draw(s) or prize(s), in the event of a force majeure event (including, but not limited to, strikes, acts of God, war, terrorism, government order or regulation, pandemics, or natural disasters) and/or any other event beyond its reasonable control.

f. By entering this prize draw, participants agree to be bound by these Official Rules.

g. **Participant Conduct:** All participants, including the Grand Prize winner and their companion, are expected to maintain respectful conduct at all times. This includes, but is not limited to, adherence to the rules and regulations of the Dior pop-up, Selfridges premises, and any other establishments visited as part of the prize draw or Grand Prize trip. Any behaviour deemed inappropriate, disruptive, or disrespectful by Dior may result in immediate disqualification from the prize draw (including forfeiture of any prizes won or the right to participate in future draws) and/or the immediate cancellation of any remaining activities or elements of the Grand Prize trip, without compensation.

### **10. Grand Prize Draw Methodology**

The Grand Prize winner will be selected through a rigorous and impartial random draw process, conducted as follows:

- i. An authorized representative of Dior will compile a comprehensive list of all eligible participants who have successfully registered for any of the Weekly Prize Draws throughout the Competition Period.

- ii. This list will be meticulously reviewed to identify and remove any duplicate entries, ensuring each unique email address represents a single participant.
- iii. The consolidated list of unique participants will then be sorted alphabetically by surname (or first name if surname is unavailable) and assigned a sequential whole number, commencing from 1 (one).
- iv. A second authorized representative of Dior will then ascertain the total number of unique, eligible entries on this finalized list. This total will be used as the upper limit in a RANDBETWEEN function (or equivalent random number generator function) within a secure spreadsheet application.
- v. The output of this random number generation will correspond to the sequentially assigned number of the winning participant, thereby identifying the Grand Prize winner. This method ensures complete randomness and impartiality in the selection process."

## 11. Data Protection:

a. This prize draw is facilitated through an online registration platform managed by a third-party service provider acting as a data processor on behalf of Dior. When registering for this prize draw, participants will be required to provide certain personal data, which may include, but is not limited to, their full name, email address, date of birth, and contact telephone number. This data is collected solely for the purposes of administering this promotion, including managing entries, contacting winners, and fulfilling prizes.

b. Processing of Personal Data: All personal data collected will be processed by Dior (as Data Controller) and its designated data processors in accordance with applicable data protection laws, including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018, and in line with Dior's privacy policy, available at [https://www.dior.com/en\\_gb/fashion/personal-data#christian-dior-privacy-policy](https://www.dior.com/en_gb/fashion/personal-data#christian-dior-privacy-policy).

c. Data Sharing for Grand Prize Fulfilment: For the specific purpose of fulfilling the Grand Prize, Dior will be required to share the personal data of the Grand Prize winner and their chosen companion (including, but not limited to, full names, dates of birth, contact details, and any other relevant information necessary for travel arrangements) with its designated travel partner or third-party service provider responsible for the organisation and booking of the trip to Paris. This data sharing is strictly limited to the extent necessary to facilitate the prize fulfilment.

d. Participants' Rights: Participants have certain rights concerning their personal data, including the right to access, rectify, or request deletion of their data. Details on how to exercise these rights can be found in [Dior's privacy policy](#).

## 12. Questions, Complaints, Governing Law & Jurisdiction

a. Questions and General Enquiries: For any questions or general enquiries regarding this prize draw, participants may contact Dior at [contactdioreu@christiandior.com](mailto:contactdioreu@christiandior.com).

b. Complaints and Disputes: Any complaints concerning the prize draw should be submitted in writing to Dior at [contactdioreu@christiandior.com](mailto:contactdioreu@christiandior.com). Dior will endeavor to resolve all complaints fairly and promptly.

c. Governing Law and Jurisdiction: This prize draw and these Official Rules shall be governed by and construed in accordance with the laws of England and Wales. Any disputes, controversies, or claims arising out of or in connection with this prize draw, including but not limited to its interpretation, validity, enforceability, or termination, shall be subject to the exclusive jurisdiction of the courts of England and Wales.