

COMMERCE

Raf Simons leaving Dior

October 22, 2015



Promotional image for "Dior and I"

By STAFF REPORTS

Designer Raf Simons is ending his three-and-a-half year tenure as artistic director of women's wear at Dior.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The recent spring/summer 2016 runway show was his last for the house. No replacement has been announced at this time, and as this is the latest in a series of moves at iconic luxury houses, this has the potential to shift creatives to new positions as brands seek new talent.

Making a split

Mr. Simons joined Dior in 2012 from Jil Sander following the abrupt firing of John Galliano based on his public series of anti-Semitic slurs. He is credited with bringing a minimalistic, modern touch to the classic couture house best known for its feminine touch.

While at Dior, Mr. Simons oversaw the design of women's couture, ready-to-wear and accessories.

The split, according to [WWD](#), was amicable, with the two parties separating after they had trouble seeing eye-to-eye on a new contract.



Raf Simons at work on his first collection for Dior

In a statement issued Oct. 22, Mr. Simons said, "It is after careful and long consideration that I have decided to leave my position as creative director of Christian Dior couture women's collection. It is a decision, based entirely and

equally on my desire to focus on other interests in my life, including my own brand, and the passions that drive me outside of my work.

"Christian Dior is an extraordinary company, and it has been an immense privilege to be allowed to write a few pages of this magnificent book. I want to thank Mr. Bernard Arnault for the trust he has put in me, giving me the incredible opportunity to work at this beautiful house surrounded by the most amazing team one could ever dream of.

"I have also had the chance over the last few years to benefit from the leadership of Sidney Toledano. His thoughtful, heartfelt and inspired management will also remain as one of the most important experience of my professional career. "

Whether or not this will have an impact on Dior as a brand remains to be seen, but the brand saw little issue after Mr. Galliano's exit.

Within the past year, Gucci, Balenciaga and Pucci have had to hire new creative directors at their companies. The traditional lengthy tenure of fashion designers and austere houses may be changing.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.