

APPAREL AND ACCESSORIES

Dior leverages Rihanna's star-power for design project

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Rihanna has designed sunglasses for Dior

By STAFF REPORTS

French atelier Christian Dior is evolving its relationship with singer Rihanna from campaign ambassador to creative collaborator.

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In 2015, Rihanna fronted Dior's Secret Garden IV campaign, helping to modernize its brand image and tap into the singer's high-profile celebrity ([see story](#)). Rihanna has continued to extend her creative roles with a number of fashion houses, including, most recently, footwear label Manolo Blahnik ([see story](#)), proving that celebrity-fronted collections have a place in the greater luxury arena.

Work, work, work

Announced via DiorMag, Rihanna has worked with Dior to design a pair of sunglasses. The singer's design, her first go at sunglasses, is described as having clean lines and futuristic accents.

The collection, dubbed simply "Rihanna," will be available in a range of metallic colors. Dior describes the sunglass line as being "the image of the singer, who plays as much with fashion than with musical experiences to compose each album a new version of women."



Rihanna x Dior sunglasses

Dior's Rihanna sunglasses in silver, pink, blue, green and red will retail for \$840 and a 24-karat gold-plated version will sell for \$1,950. The sunglasses will be sold exclusively at Dior boutiques starting in June.

Rihanna's futuristic sunglass line, inspired by Star Trek's Le Forge character, also marks the first time a Dior ambassador has worked to develop product with the house.

In a statement for Dior, Rihanna said, "The process was pretty seamless. I spent a day at Dior with their eyewear design team. I started by looking through all the archives to see what they've done in the past, then got acquainted with all the new materials.



Rihanna x Dior sunglasses

"I literally sat there and drew and drew until I was happy with the design, and the team illustrated it for me right then and there," she said. "We picked materials and colors that same day, and after that it was a matter of weeks before I saw the first prototype."

As of press time details of an upcoming campaign have not been shared, but photographer Jean-Baptiste Mondino took a series of portraits of Rihanna wearing the sunglasses.

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