

APPAREL AND ACCESSORIES

Dior Homme captures today's urban aesthetic in portraits for winter ads

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Rod Paradot for Dior Homme, winter 2016

By STAFF REPORTS

French fashion house Christian Dior is showing the rebellious energy of its menswear collection in its latest Dior Homme advertising campaign.

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For Dior Homme winter 2016-17, the division's creative director Kris Van Assche selected four men that he feels embodies his vision for the season. So far, the stills, photographed by Willy Vanderperre, are the only materials Dior has shared, but a video is said to be unveiled in the coming weeks.

Defining Dior

Dior Homme winter 2016-17 features a "cutting-edge quartet that naturally embodies the rebellious energy" of the brand's fashion.

For the campaign, Mr. Van Assche casted U.S. rapper A\$AP Rocky, cult filmmaker and photographer Larry Clark and 20-year-old French actor Rod Paradot. From the modeling space, Dior selected French model Dylan Roques, who serves as the campaign's face and walked down the runway as Dior Homme's show opener.

Mr. Van Assche's menswear concept is described as "a style with punk accents grounded in a modern take on tailoring." This ideology is also reflected in the winter 2016-17 campaign's choice of men from very different backgrounds, who are at the forefront of "subversive creativity within music, cinema, photography and fashion."



Larry Clark for Dior Homme, winter 2016

In the images, the four men wear pieces from the season's skate-influenced wardrobe. While urban street is increasingly popular, Dior Homme's campaign works to show that the fashions can be well-tailored and of superb quality and design.

The campaign sees A\$AP Rocky wearing a long wool overcoat with wide lapels and buttons in a bright red. The still is offset by a black-and-white image of the rapper in a printed suit jacket.



A\$AP Rocky for Dior Homme, winter 2016

Mr. Clark's images are both in black-and-white and embrace Mr. Van Assche's punk influences. The filmmaker and photographer is shown wearing dark sunglasses and a jacket with steel loops along its sleeves.

In the portraits taken of Mr. Paradot, the young actor wears a pinstriped overcoat with rough white lines that appear as if drawn on with chalk. The second image is in color, showing Mr. Paradot wearing a tuxedo with a ribbon bow tie.

Lastly, Mr. Roques is shown modeling pants and a moto-style jacket in tan wool with plenty of zippers. His secondary image is shot in color, but the red background obscures the models face so much so that it appears that the clothing is not worn by a person.



Dyaln Roques for Dior Homme, winter 2016

Dior Homme has expressed the plurality of its men's collection before.

The brand casted men from different career verticals to showcase that the Dior Homme consumer is not a singular vision.

Dior Homme's summer 2016 campaign brought together a singer-songwriter, actor, artist and model together for a video effort capturing "Dior men in the plural," showing that its menswear is appropriate for a wide range of consumers. The definition of a luxury shopper is constantly evolving, and impossible to pinpoint as consumption behavior changes, but by showing various interpretations of a brand's ideal consumer those exposed to the campaign may see themselves in the effort ([see story](#)).

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