

APPAREL AND ACCESSORIES

Dior employs skate culture for a more contemporary menswear image

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Dior Homme Winter 2016 Collection video

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French couture house Christian Dior sets the skyline of Venice Beach as the backdrop in its latest video for its menswear, giving it a stronger attitude.

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The fashion label partnered with At Large magazine to showcase the Dior Homme collection winter 2016, tapping into street culture. The film features popular real-life skaters riding in a park in Los Angeles while modeling the latest collection.

"Every community is bound by culture and each culture is made up by the unique style of its community members," said Michael Becker, managing partner at mCordis. "This style can be represented by many qualified, including language, action, and fashion."

Mr. Becker is not affiliated with Dior, but agreed to comment as an industry expert.

Dior did not respond before press deadline.

Edgy fashion

Designed by Dior Homme creative director Kris Van Assche, the edgy new winter collection is being shown off in manner that incorporates the luxury fashion brand into a street style atmosphere. The designer's collection is attempting to hone in on a contemporary style, straying away from the traditional classic fashion rooted in history that Dior is known for.

At Large brought its modern edge to the project by lending its artistic director, Randall Mesdon to the film to direct. Professional skaters Ben Nordberg, Haden McKenna and Zack Riddle were filmed at a Venice Beach skate park in Los Angeles while dressed in the winter collection for the collaboration.



Dior's video features real life skaters

The video, filmed in black and white, opens with a shot of a lone skateboard riding across a concrete floor and a wide shot of Venice Beach's palm trees rustling in the wind. Close ups of the men's fashion are shown interspersed with clips of them skateboarding through the park.



Dior's video gets edgier as it goes on

Music in the film begins with an electric guitar solo that is slowly joined by rhythm guitar and drums until it finally swells to a heavy beat to match the grittiness of the footage. As the beat swells, so does the edginess of the footage, with images of fire, broken skateboards, smoke and thrown rose petals cut between close ups of each man wearing the Dior collection.

Fashion videos

Dior's new video is one of many from the brand to help represent individual collections.

The couture house recently took a closer look at the minute movements of its artisans as they craft its timepieces with video.

In a short film, the brand took the viewer into its workshop, allowing them to be flies on the wall as its La D de Dior watches come to life. Rather than centering on a single watch's creation, the video showed how different styles are assembled, depicting the manipulations of various materials ([see more](#)).

To introduce a new scent in the Miss Dior perfume family, Dior journeyed to the Dior Domain in Grasse, a region with ties not only to the house's fragrance production, but the life of its namesake founder. Miss Dior, personified by actress Natalie Portman, joined the brand, going behind-the-scenes to learn about the raw materials that become the fragrance ([see more](#)).

"A video by itself will not help generate awareness, just because you build it does not mean they will come," Mr. Becker said. "This video is a good piece of storytelling.

"The next step to generate awareness for the brand is to present the video in the right medium for it to be found by the individuals that will most resonate with it, and with an appropriate context," he said. "More over, one video, one tweet, is not enough to carry a brand into the consciousness of an individual.

"The message be repeated, re-presented and applied consistently over time for it to stick."