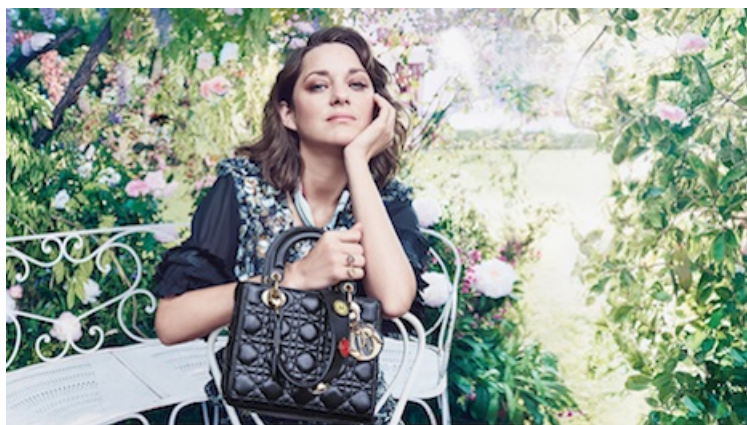


APPAREL AND ACCESSORIES

Dior turns Lady Dior handbag style into collectors' item via artist series

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My Lady Dior bag

By STAFF REPORTS

French atelier Christian Dior has recruited seven artists to reinterpret and leave their distinct mark on the Lady Dior top-handle handbag.

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The limited-edition Lady Dior Art collection will launch Nov. 29 in Miami, just in time for Art Basel Miami Beach to begin Dec. 1. In addition to showing the Lady Dior handbag through a creative lens, the seven artists also put their own spin on Dior accessories such as evening clutches, key chains, scarves, bracelets and small leather goods.

Lady Dior works of art

For the Lady Dior Art collection, the atelier tapped a group of seven artists, both British and American. Participants include Mat Collishaw, Ian Davenport, Daniel Gordon, Chris Martin, Jason Martin, Matthew Porter and Marc Quinn.

Each were invited to design the Lady Dior in a style reflective of their artwork. The Lady Dior Art collection started in June when Mr. Quinn designed a limited-edition to commemorate Dior's London boutique opening on Bond Street.

After the success of Mr. Quinn's design, Dior decided to expand the project further, asking artists to send in sketches of potential Lady Dior interpretations.



Ian Davenport for Lady Dior Art

Per WWD, prices for the limited-edition Lady Dior handbags range from \$3,500 to \$6,000, with a mink version priced at \$11,500. Styles will be limited to a series of 100 handbags, positioning the project as keen for collectors.

Dior will display the Lady Dior Art collection at a pop-up Nov. 29 at the brand's Miami Design District boutique during Art Basel. Dior will also operate a temporary free standing shop in Beverly Hills open until February 2017.

The collection will also see additional launches at its Avenue Montaigne flagship in Paris, New Bond Street in London, Dubai's Mall of Emirates and at Beijing's China World shopping center.



Matthew Porter for Lady Dior Art

As its signature handbag, Dior has been positioning the Lady Dior as the style of choice ahead of the holidays.

Just last week, Dior announced the My Lady Dior, the first handbag from the brand that allows customers to personalize the design with its varying straps and badges. Actress Marion Cotillard is back as the face for this latest Lady Dior campaign with still images and a film that takes viewers behind-the-scenes of the shoot ([see story](#)).

Customization prompts have also allowed consumers to become the artist, much like Dior's Lady Dior Art collection.

For instance in 2014, Italian fashion house Fendi connecting with aspirational consumers through a new mobile application for tablets that uses its Baguette as a blank canvas for creativity.

Through the "myBaguette" app, consumers could virtually paint their own Baguette and share it with a community of other registered users. The app created an interactive experience for consumers regardless of their ability to purchase a physical Baguette, and furthered fans' loyalty to the brand ([see story](#)).