

APPAREL AND ACCESSORIES

Dior Homme displays sneaker savoir-faire for spring

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Dior Homme sneakers, spring 2017

By STAFF REPORTS

French atelier Christian Dior is assuring consumers that its dedication to quality craftsmanship extends to its men's sneaker collection for spring 2017.

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Designed by Dior Homme creative director Kris Van Assche, the sneaker collection features seven made in Italy styles. In a video shared on social media as well as Dior's branded magazine, DiorMag, viewers are taken to a shoemaker in Naples, Italy for a "story of patience and passed-down skills."

Snazzy sneakers

In its craftsmanship video Dior highlights the BO6 sneaker style. The shoe is made of leather embossed with the Prince of Wales motif, a pattern used by Mr. Dior in his first collection.

Making the print his own, Mr. Van Assche has added flecks of color but the addition keeps Mr. Dior's legacy close at hand, as the late designer had a passion for painting.



Dior Homme Darklight Mottled sneaker, spring 2017

Dior's video takes viewers along for the four-day process required to make a single pair of BO6 sneakers.

Beginning with soles, viewers first see the rubber being taken from its mold before the scene cuts to machine embossing calfskin leather with the Prince of Wales motif is shown. Following frames show the leather being cut, hammered by hand and sewn to form the sneaker's shape.

Once the sole is heated and stitched onto the leather form, a Dior artisan is shown adding the flecks of white, red, blue and yellow paint to the black Darklight Mottled sneaker.

Dior Homme spring 2017 Sneakers Savoir Faire

BO6 sneakers for spring 2017 range in price from \$890 to \$1,160.

When Dior introduced the Dior Fusion women's sneaker for fall/winter 2014-2015, the atelier took a similar approach to assure that its athletic footwear's asking price was viewed as justifiable. To do so, Dior creative a video that shows an artisan's labor from sketch to final product ([see story](#)).

For the spring 2017 collection, Dior Homme and Mr. Van Assche also tapped filmmaker Larry Clark for a campaign film. The video shows four men being fitted for Dior apparel as well as skateboarding along the banks of the Seine under the Eiffel Tower.

In addition to their sneakers, the four males seen in the film also wear apparel and accessories from the Dior Homme spring 2017 collection. Similar to the sneakers seen in the craftsmanship video, the fashions have been embellished with ink splatters.

Dior Homme - A Larry Clark Project - Paris Session

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