

APPAREL AND ACCESSORIES

Dior's first campaign under Maria Grazia Chiuri celebrates femininity

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French atelier Christian Dior is highlighting the differences of twin models for its upcoming spring campaign, marking Maria Grazia Chiuri's debut as the brand's first female artistic director.

Captured by photographer Brigitte Lacombe, the spring ads are Ms. Chiuri's first campaign with Dior. The effort gracefully celebrates varying styles of femininity by showing off twin models Ruth and May Bell in differing styles.

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"I strive to be attentive and open to the world and to create fashion that resembles the women of today," said Maria Grazia, artistic director at Dior.

Varying femininity

Dior first confirmed Ms. Chiuri as its artistic director of haute couture, ready-to-wear and accessories collections for women in July of this year.

She joined Dior from Italian fashion house Valentino, where she served as co-creative director with design partner Pierpaolo Piccioli for the last eight years. Valentino announced that Ms. Chiruri would be leaving the brand after a 17-year tenure, which added to the speculation that the designer would land at Dior in the coming days ([see story](#)).



The Bell twins in new Dior campaign

The spring campaign shows off the contrasting features of the Bell twins in a unique matter. While Ruth celebrates a tomboy-like style with a short pixie cut, May's long hair and soft features leverage the traditional idea of femininity.

Dior's still advertising campaign first celebrates their unique styles by dressing them fitting with their aesthetic style. But the campaign delves deeper into the two's differing styles by swapping out Mary's feminine style with an edgier, boyish style and fitting Ruth with a long sheer dress, typical of a traditional girlish style.

Shown entirely in black-and-white, the campaign celebrates feminism while supporting it behind-the-scenes with a specifically chosen female photographer.

Ms. Chiuri's first campaign caters to the millennial demographic with the young models and its style.



Dior's new Spring campaign

This will be one facet of Dior's Women Behind the Lens initiative and will also be featuring the behind-the-scenes aspect of the campaign, shot by other powerful female photographers.

Spring/summer 2017 collection - Behind-the-scenes

Dior history

French couture house Christian Dior also recently marked its 70th anniversary by giving each of its seven head designers their due.

From the brand's eponymous founder to its newly instated first female creative director Maria Grazia Chiuri, each designer was featured in a dedicated tome published by Assouline. The first in this anthology, "Dior by Christian Dior," was released this month, with other volumes to follow over the next two years ([see more](#)).

"Fashion that corresponds to their changing needs, freed from the stereotypical categories of 'masculine/feminine,' 'young/not so young,' 'reason/emotion,' which nonetheless also happen to be complementary aspects," Ms. Chiuri said.