

CONSUMER ELECTRONICS

Dior Homme, Sennheiser sound off at Art Basel Hong Kong

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Dior Homme x Sennheiser capsule collection

By STAFF REPORTS

French fashion house Christian Dior's latest collaboration will be music to audiophile's ears.

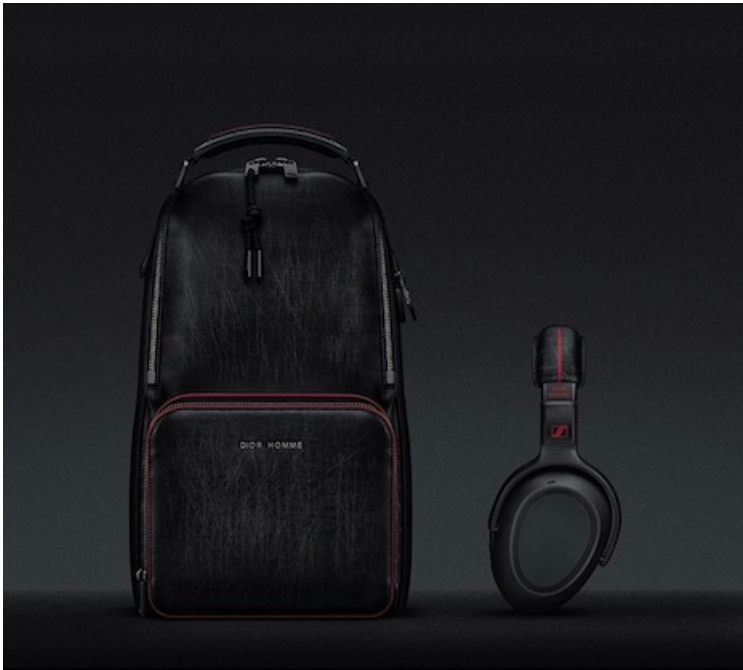
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Dior Homme has collaborated with consumer electronics maker Sennheiser on a capsule collection, which made its debut during Art Basel Hong Kong. Similar to a statement handbag, headphones have emerged as an accessory that speaks to a consumer's personal style, especially in major cities where streetwear has infiltrated luxury dressing.

Listen up

The Dior Homme x Sennheiser collection includes branded red and black electronics such as a speaker system, over-the-ear headphones and ear buds.

Dior Homme creative director Kris Van Assche has also designed a leather goods capsule to compliment the Dior-branded Sennheiser products. The leather goods, also in red and black, include a bill fold wallet and small backpack.

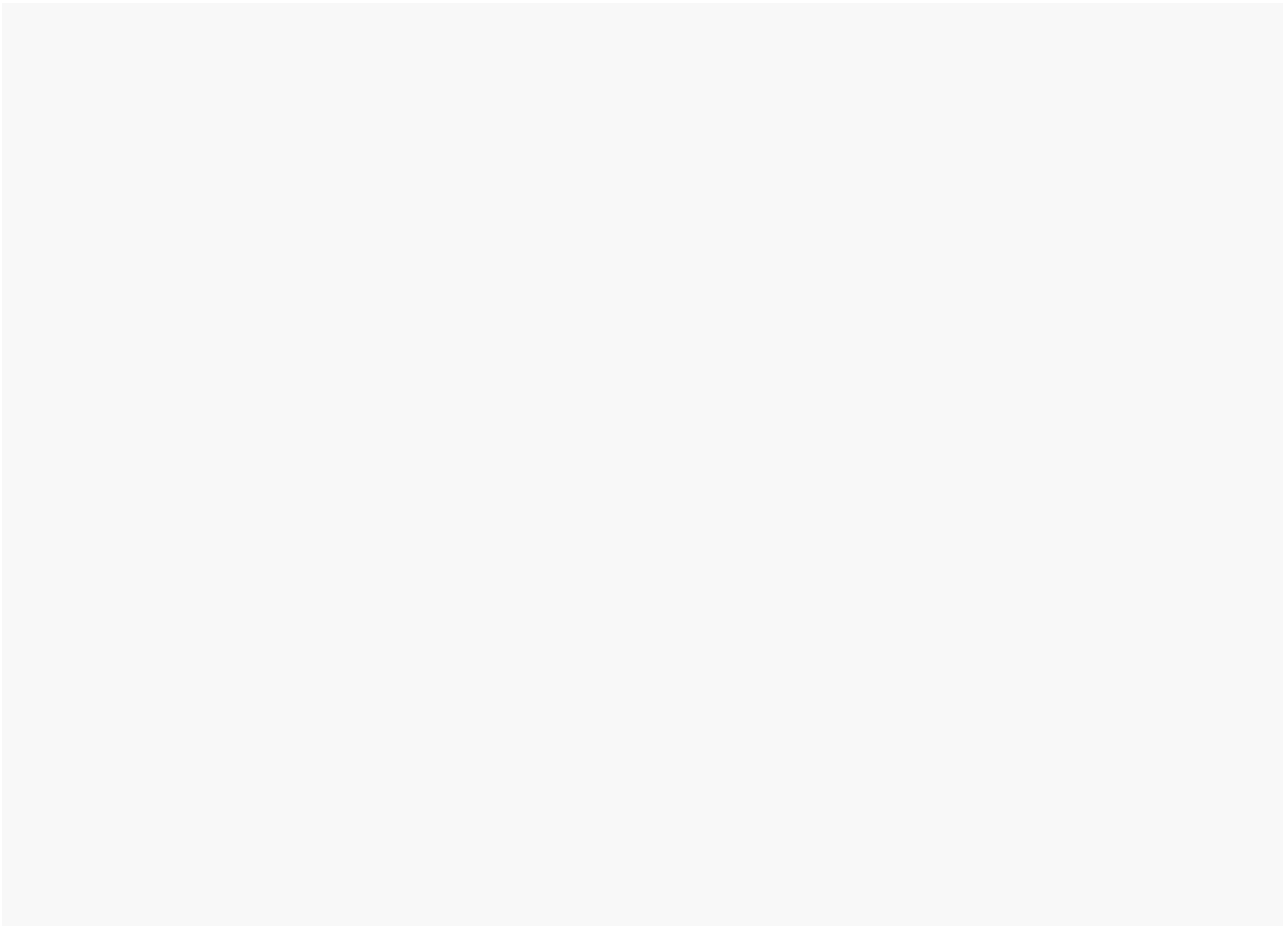


Dior Homme x Sennheiser backpack and over-the-ear headphones

The collection will soon debut in select Dior Homme locations around the world. Dior Homme x Sennheiser was first unveiled in the brand's Hong Kong store during the annual Art Basel Hong Kong art festival.

An artistic video effort has been created to promote the collection on the Dior Homme Instagram account. The Dior Homme x Sennheiser video was directed by Dexter Navy with music by Frederic Sanchez.

In the video French model Dylan Roques, styled in Dior Homme by Mauricio Nardi, stands in a warehouse setting similar to an underground rave. Pulses of green and blue lights cast Mr. Roques in shadow and bursts of color, allowing his headphones to be shown as he bobs to the beat.



TODAY AT ART BASEL HONG KONG | @Kris_Van_Assche's #DiorHomme collaboration with @Sennheiser | Video by @DexterNavy, styling by @MauricioNardi of model @RoquesDylan and music by @Frederic_Sanchez.
#DIORHOMMEXSENNHEISER

A post shared by Dior Homme Official (@diorhomme) on Mar 22, 2017 at 4:56pm PDT

An alliance between menswear and electronics brands is common.

In September, Germany's Porsche Design extended its streamlined aesthetic into a new product category through a partnership with British loudspeaker manufacturer KEF.

Porsche Design Sound is a collection of speakers and headphones designed with the high-powered executive in mind. After tackling other forms of technology, this latest move by the brand mixes the label's design credibility with acoustic engineering ([see story](#)).

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