

APPAREL AND ACCESSORIES

Dior takes elegant yet unposed approach for fall 2017

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Jennifer Lawrence for Dior fall 2017

By STAFF REPORTS

French fashion house Christian Dior has captured actress Jennifer Lawrence "just as she is" as the brand continues its focus on femininity and the female perspective.

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Since taking the helm of Dior after Raf Simons stepped down, artistic director Maria Grazia Chiuri has reinforced her role as the house's first female designer. In her first campaigns and initiatives, there has been an underlying theme of feminism and strong female personalities.

Casual cool

Ms. Lawrence is a familiar Dior face, working as an ambassador for the brand's Lady Dior handbags and Dior Addict beauty products.

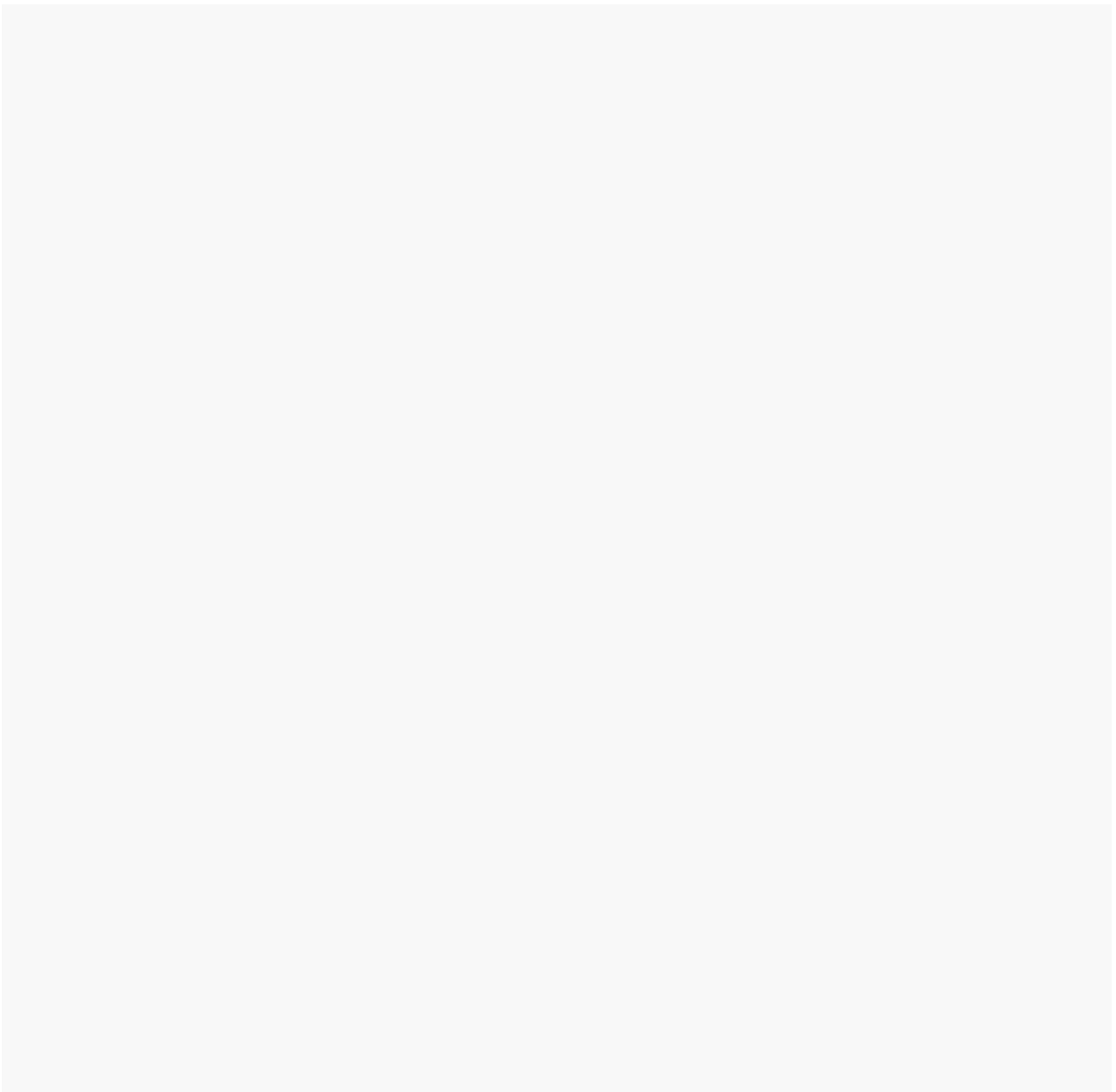
In the black-and-white series of images, Ms. Lawrence appears very casual, relaxed and without artifice.

Instead of an abstract high-fashion shoot, Dior's Ms. Chiuri and French photographer Brigitte Lacombe wanted the imagery for fall/winter 2017 to correspond with Ms. Lawrence's personal style and how today's modern young woman dresses.

Ms. Lawrence wears a Bar jacket over a statement tee with loose fitting jeans. Text on one of the tees reads, "We should all be feminists" ([see story](#)).

The actress also wears J'adior ballet flats or black leather pumps, multiple rings and good luck necklaces in gold. The Lady Dior handbag that appears in the campaign was designed with a more bohemian feel by Ms. Chiuri.

Dior's latest Lady Dior handbag includes a broad shoulder strap inspired by a design Ms. Chiuri discovered in the house archives.



No stranger to Dior ads, our muse Jennifer Lawrence makes her #MariaGraziaChiuri collection debut. Shot by photographer @BrigitteLacombe, the new Dior campaign portrays the actress in a series of black and white shots as the poster girl of easy elegance rocking the latest and updated iconic Dior bags. Stay tuned for more!

A post shared by Dior Official (@dior) on Mar 30, 2017 at 1:54am PDT

Ms. Lacombe, who photographed Ms. Lawrence for fall 2017, was also the talent behind the lens of Dior's spring advertising campaign featuring twins Ruth and Mae Bell. Spring 2017 was Ms. Chiuri's debut campaign for the the House of Dior ([see story](#)).

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