

APPAREL AND ACCESSORIES

Dior Homme captures nighttime revelry on film in fall ads

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Image from Dior's fall/winter 2017-18 ad campaign. Image credit: Dior

By STAFF REPORTS

French fashion label Christian Dior is retracing the aesthetics of previous decades to mark a milestone for its menswear designer.

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Feting designer Kris Van Assche's 10th anniversary at the helm of Dior Homme, the advertising campaign for the fall/winter 2017-18 collection mixes faces of different generations, reflective of the designer's tenure at the house. Through a look at club culture, Dior Homme aims to show not only where it has been stylistically, but also where it is going.

Club kids

Dior Homme's campaign stars Depeche Mode frontman Dave Gahan, American actor Luke Hedges and models Dylan Roques and Christophe T Kint.

Photographer David Sims shot one series of still images that capture the models posing in front of a background of red tape, which reads "HarDior." This is a play on the idea of "hardcore."

Included in Mr. Van Assche's runway collection designs were garments with the phrase, "They should just let us rave."



Image from Dior Homme's fall/winter 2017-18 ad campaign. Image credit: Dior

Another set of photos find models in a room decorated in vintage furnishings, juxtaposing their youthful energy.

Mr. Sims also filmed a short video. Teased as if a cinema release, the film features models portraying club kids, dancing enthusiastically to an electronic soundtrack.

A signature of the photographer, the film also plays with shadows and light, with strobe effects and colored bulbs.

Dior Homme Winter 2017-2018 Ad Campaign

Mr. Van Assche has been lending a more riotous attitude to Dior, whether through his designs or his campaign casting.

Dior Homme winter 2016-17 featured a "cutting-edge quartet that naturally embodies the rebellious energy" of the brand's fashion. Mr. Van Assche cast U.S. rapper A\$AP Rocky, cult filmmaker and photographer Larry Clark and 20-year-old French actor Rod Paradot along with French model Dylan Roques ([see story](#)).

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