

APPAREL AND ACCESSORIES

Dior evokes united individualism for fall/winter 2017-2018 campaign

June 28, 2017



Dior's fall/winter 2017-2018 women's collection is designed in shades of blue. Image credit: Dior

By STAFF REPORTS

French atelier Christian Dior has selected a cast of nine women who it feels represents the brand's "strong and audacious" spirit under the creative direction of Maria Grazia Chiuri.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

For fall/winter 2017-2018, Dior recruited familiar faces from past campaigns and runway presentations to personify Ms. Chiuri's brand of female empowerment. The unique personalities and diversity of the models featured in the campaign come together to explore what it means to be a Dior woman.

Luxury blues

Dior's fall/winter 2017-2018 campaign was photographed by Brigitte Lacombe. Since Ms. Chiuri became creative director at Dior, Ms. Lacombe has become her go-to photographer for brand campaigns ([see story](#)).

Models featured in the campaign include Ruth Bell, Fernanda Ly, Adowa Aboah, Selena Forrest, Jing Wen, Grace Hartzel, Camille Hurel, Ellen Rosa and Aira Ferreira.



Dior fall/winter 2017-2018 continues the brand's feminist direction. Image credit: Dior

Each of the nine women in the campaign stand with an "unwavering gaze," their arms folded or with hands in their pockets.

The five campaign stills show the women dressed in blues, a color rich with symbolism and meaning. For the collection, the color represents the "contrasts between the workwear spirit of denim fabrics and the nobility of royal blue velvet."

Dior's fall/winter 2017-2018 collection includes denim playsuits, jackets and pants as well as flowing dresses, sweaters and coats designed in shades of blue.

A 30-second video component for fall/winter 2017-2018 shows the models in black-and-white as they march with purpose to an off camera destination.

Dior ready-to-wear fall/winter 2017-18 campaign

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.