

APPAREL AND ACCESSORIES

Dior embraces fortune telling codes with tarot-themed pop-ups

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Dior cruise 2018 Dioraddict handbags, featuring Motherpeace Tarot imagery. Image credit: Dior

By STAFF REPORTS

French atelier Christian Dior will read its tarot cards at a series of temporary shop-in-shops organized to support the cruise 2018 collection.

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Dior's creative director Maria Grazia Chiuri found inspiration for the cruise 2018 collection in the Motherpeace Tarot, with imagery from the cards appearing on apparel and accessories. The feminist Motherpeace Tarot deck was created by Karen Vogel and Vicki Noble in the 1970s.

It's all in the cards

Many pieces from Dior's cruise 2018 collection are decorated with Motherpeace Tarot imagery including The Wheel of Fortune, The High Priestess and The Sun.

An exclusive collection of minaudires, silk scarves, sweaters, patched bombers and biker jackets as well as the Lady Dior and Dioraddict handbags have either been embroidered, printed or hand-painted with the tarot-inspired motifs. These pieces will be available only at 8 pop-ups.



Dior cruise 2018 Lady Dior handbag with Motherpeace Tarot's Wheel of Fortune. Image credit: Dior

Dior's tarot card pop-ups will be located at Corner in Berlin, 44 Avenue Montaigne in Paris and Milan's Antonia as of Nov. 7. The brand will open a pop-up at Jeffrey in New York on Nov. 11 and Miami's The Webster the following month of Dec. 11.

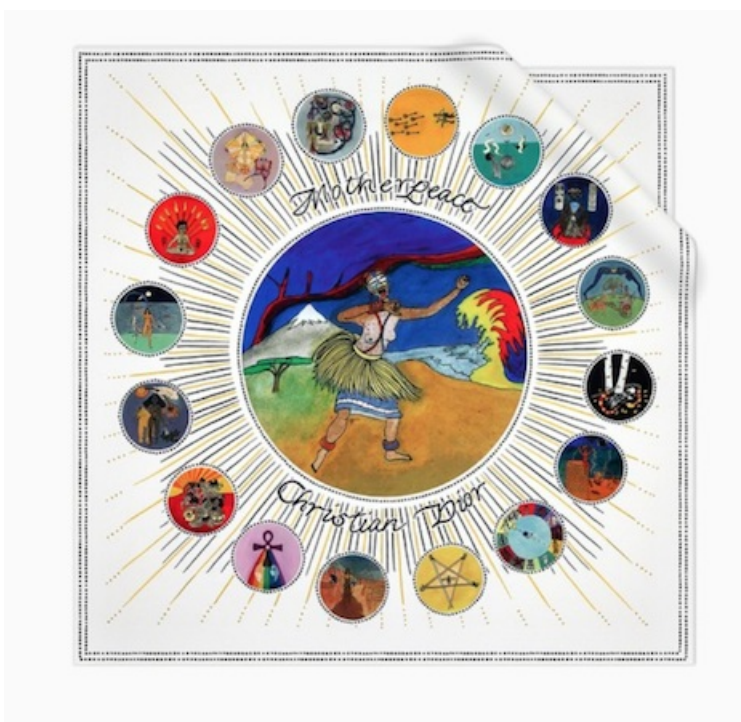
In Asia, Dior will host a tarot pop-up at Hong Kong Harbour City, opening Nov. 17.

Dior will also set up a second Paris location Dec. 8. The pop-up will be held at the former John Galliano store on Rue Saint-Honor, prior to the space becoming a Dior store, per WWD.

"The tarot cards of Karen Vogel and Vicki Noble are powerful, the artistic expression of a feminism capable of healing and empowering," Ms. Chirui said in a statement shared to DiorMag.

"I wanted to reuse them in a pop spirit," she said. "These tarots are linked to the star signs, something that was also dear to Monsieur Dior.

"Fortune telling and tarot cards are part of the house codes I discovered when I was immersing myself in the history of Christian Dior and I'm appropriating them by reinterpreting them in each collection with a different spirit."



Silk scarf included in Dior's cruise 2018 collection. Image credit: Dior

Similarly, in 2015, Dior explored one of its eponymous founder's good luck charms through a fine jewelry collection.

The piece, a medallion created by Dior Joaillerie creative director Victoire de Castellane, represents a lucky metal star that Mr. Dior found when the house was established in 1947 and always carried on his person. Dior continuously connects its past and famed founder to modern day interpretations of the brand to avoid straying from its roots while maintaining a sense of modernity.

Ms. de Castellane said in a statement that the Rose des Vents collection is "a symbol of travel, in it you find echoes of Christian Dior's star and the idea of the good-luck charm, but also the rose, his favorite flower: The whole history of the house is there, implicitly."

According to Dior, when the admittedly superstitious Mr. Dior found the star on the ground he interpreted the finding as a "portent of his destiny" and continued to Paris from his family's home in Granville, France to establish his couture house ([see story](#)).

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