

APPAREL AND ACCESSORIES

Dior taps artists to create wearable art

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Friedrich Kunath designs Lady Dior bag for its Lady Dior Art project. Image credit: Dior

By BRIELLE JAEKEL

French atelier Christian Dior is turning its Lady Dior handbag into wearable works of art as a way to align the brand itself with the flourishing cultural scene.

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Dior's Lady Dior handbag received numerous makeovers from various artists in a second rollout of the Lady Dior Art campaign and collection. Ten artists were invited by the brand to create their own versions of the Lady Dior style, each with their own story of inspiration.

"Dior's project is a classic example of luxury brands working with the art world to convey a more upscale image," said Trudy McCarthy, [UVM Marketing](#), New York. "This is an integral part of appealing to the affluent consumer.

"The creativity of this campaign will make it stand out," she said. "Creating art is what fashion is all about."

Art in fashion

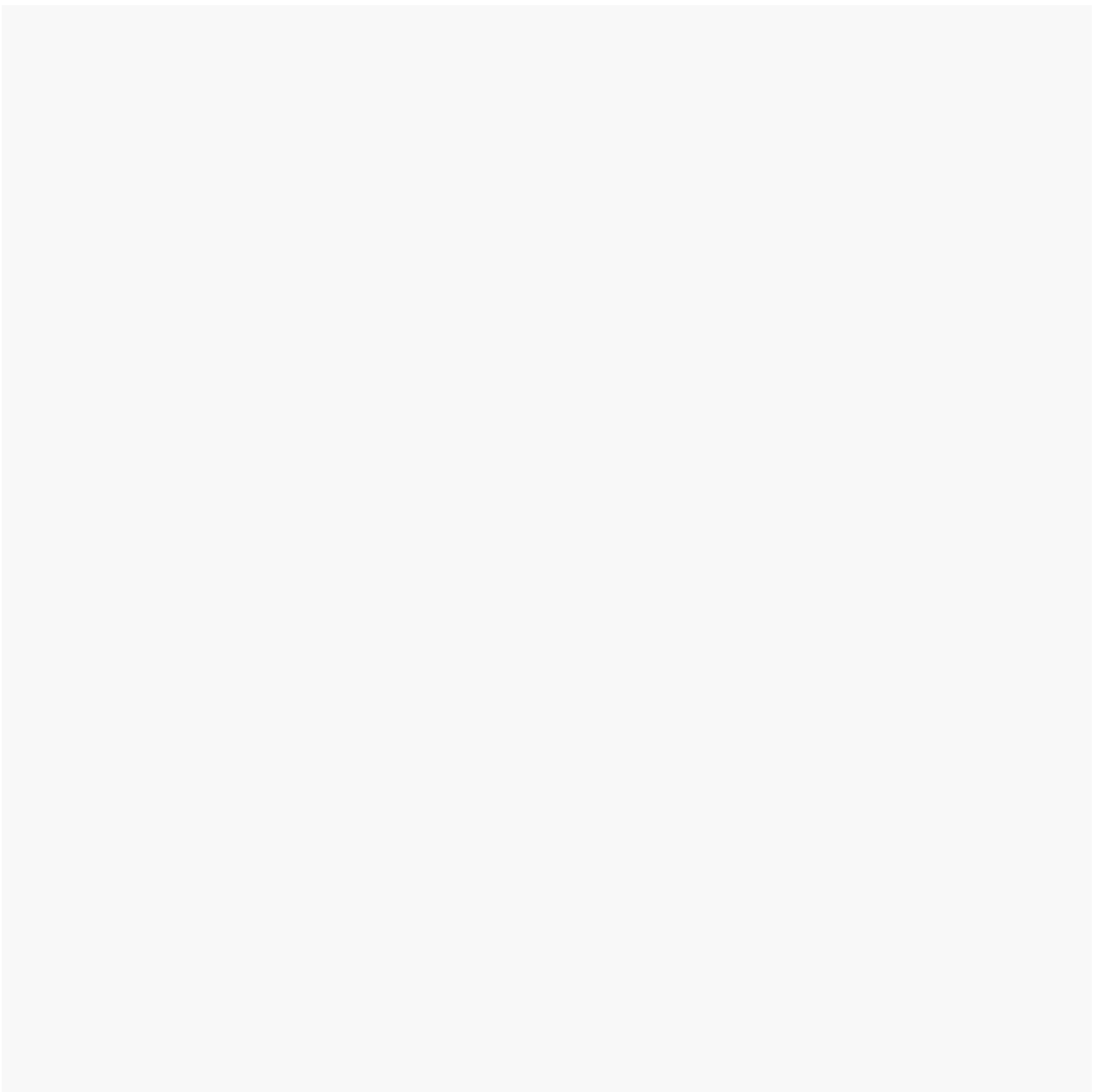
Last year, Christian Dior recruited seven artists to reinterpret and leave their distinct mark on the Lady Dior top-handle handbag.

The limited-edition Lady Dior Art collection launched in November of last year in Miami, just in time for Art Basel Miami Beach to begin Dec. 1. In addition to showing the Lady Dior handbag through a creative lens, the seven artists also put their own spin on Dior accessories such as evening clutches, key chains, scarves, bracelets and small leather goods ([see more](#)).

For this year's Lady Dior Art collection, the project features ten different artists from around the world for limited-edition bags.

Dior is sharing images of the bags as engaging content on social and other outlets in the form of pieces of art along with the top-handle style's stories.

Artist and poet John Giorno created a bag doused in rainbow chrome, featuring phrases from his poetry such as "you got to burn to shine." Mr. Giorno hopes the women who don his Lady Dior Art design have the right to feel both shy and strong.



The architectural structure of the Lady Dior' morphed into a rainbow-hued visual statement in the hands of pioneering artist and urban poet John Giorno. Employing lines from his poetry - "you got to burn to shine" and "we gave a party for the gods and the gods all came" - he communicates the message that women carrying his bags have the right to feel both strong and shy. #DiorLadyArt @Mark_Peckmezian

A post shared by Dior Official (@dior) on Dec 5, 2017 at 10:07am PST

American artist Jamilla Okubo drew inspiration from her Kenyan heritage to include beadwork with couture crystals, hoping to redefine the usual narratives regarding African diaspora.

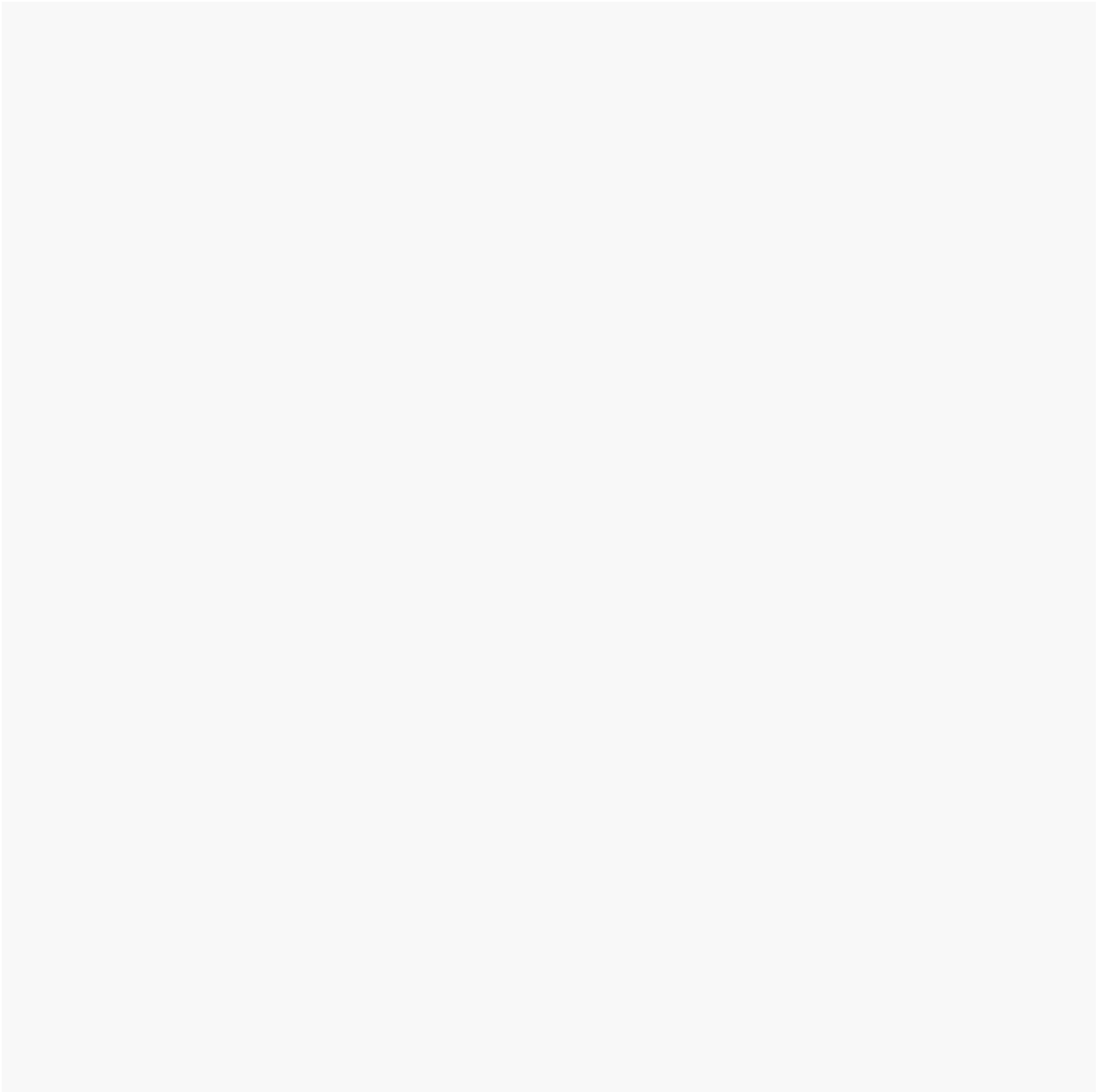
Multidisciplinary artist Spencer Sweeney's creative designs have an intentional "unmade" feel to it, which he claims is to make the owner feel as though she is a "part of the artistic process."

A mixture of Western and African culture is the inspiration behind the Swiss-Guinean artist Namsa Leuba's designs created with mink fur.

In conversation with Dior, Jack Pierson shared that his designs for the Lady Dior bag express "the tragedy inherent in the pursuit of glamour" with a new interpretation of the Dior emblem.

Hong Hao created two designs for the project; one depicting a map that is a reinterpretation of the world we live in and the other, a series of scanned objects.

French artist Betty Mariani's bag is printed with street-art style designs featuring a woman's face with splashes of color.



Check out @Betty_Mariani's interpretation of the iconic Lady Dior' bag as part of the #DiorLadyArt project. The French artist brought an unmistakably youthful aesthetic, covering the emblematic bag with street art and graffiti techniques, with the surface transformed into an urban wall tagged by the people crossing the street!
@Mark_Peckmezian

A post shared by Dior Official (@dior) on Dec 7, 2017 at 2:54am PST

Ceramics and installation artist David Wiseman adorned his Lady Dior design with porcelain and brass lily-of-the-valley flowers.

A reinterpreted version of Friedrich Kunath's art of a rainbow painted in oils is the basis for his design, along with a photograph of two people kissing.

Korean artist Lee Bul fixed the Lady Dior bag with a series of different sized mirrors to create a shattered effect.

Creative Dior designs

Similarly, French atelier Christian Dior is honoring 70 years since the introduction of its first fragrance with a limited-edition flagon echoing the scent's fashionable ties.

The Miss Dior fragrance was the first scent to be launched by the House of Dior, taking its name and inspiration from founding designer Christian Dior's sister, Catherine Dior. The Miss Dior fragrance is a cornerstone of the atelier as models were spritzed with the scent as they walked the runway at 30 Montaigne Avenue in Paris during Mr. Dior's first collection presentation on Feb. 12, 1947 ([see more](#)).

"Art and luxury go and hand,"UVM Marketing's Ms. McCarthy said. "This is a long upheld notion in the affluent world, which almost centers around art."

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