

APPAREL AND ACCESSORIES

Dior casts model-artist for painterly spring ads

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Dior's spring/summer 2018 campaign. Image credit: Dior

By STAFF REPORTS

French fashion house Christian Dior is drawing attention toward its spring/summer 2018 collection with an artistic campaign.

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For this season, the label's creative director Maria Grazia Chiuri was inspired by French-American artist Niki de Saint Phalle, who was a friend of designer Marc Bohan during his days at the helm of Dior. Taking reference from this muse, Dior's campaign puts the focus on female-produced art.

Portraits of an artist

Ms. de Saint Phalle and Mr. Bohan began their mutual admiration in 1965, when they met at the first presentation of her wool and papier mch Nanas. The designer bought four of the figures, kicking off a friendship.

The artist was also a fan of Mr. Bohans, and became a long time client of the house, even posing for photos for her friend.

Of the collection, Dior writes, "It is necessary to give these different and specific artists their due, for it's they who break the mold of the traditionally male discourse in art history, and in fashion."

Translating this dialogue for today, Dior's campaign features model Sasha Pivovarova, who studied art history in college before beginning her modeling career.

In addition to starring in the advertising campaign, Ms. Pivovarova opened Dior's spring/summer runway show wearing jeans and a T-shirt emblazoned with the phrase, "Why have there been no great women artists?" This comes from the title of a Linda Nochlin essay that inspired the collection.

In the '60s-styled ads, shot by Patrick Demarchelier, Ms. Pivovarova appears perched atop her own artwork. The model holds paintbrushes or other artistic implements in her hands, seemingly in the middle of producing the work of art.



Dior's spring/summer 2018 campaign. Image credit: Dior

Since become the first female artist director of Dior, Ms. Chiuri has not shied away from feminist themes.

For fall/winter 2017-2018, the French atelier selected a cast of nine women who it feels represents the brand's "strong and audacious" spirit under her creative direction.

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 ([see story](#)).

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