

APPAREL AND ACCESSORIES

Kim Jones tapped as Dior Homme artistic director

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Dior Homme is turning a page. Image credit: Dior Homme

By STAFF REPORTS

French couture label Christian Dior's menswear line is seeing a creative change, as artistic director Kris Van Assche ends his 11-year tenure in the position.

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Succeeding Mr. Van Assche will be Kim Jones, who was most recently the creative director of Louis Vuitton's menswear collections. As of press time, Dior and Louis Vuitton's parent company LVMH noted that Mr. Van Assche's next role will be within its group, with his move being revealed "at a later stage."

"I thank Kris Van Assche for contributing to the amazing growth of Dior Homme by creating an elegant and contemporary silhouette for men," said Pietro Beccari, chairman and CEO of Christian Dior Couture, in a statement. "He wrote an important chapter in the history of Dior Homme and played a key role in its development.

Homme coming

Mr. Van Assche began his career working for Hedi Slimane at Yves Saint Laurent. When Mr. Slimane moved to Dior Homme, Mr. Van Assche followed.



Kris Van Assche. Image credit: Dior

After Mr. Slimane left Dior in 2007, Mr. Van Assche was named artistic director of Dior Homme.

"After 11 years at Dior Homme, my mind and heart filled with experiences, I am leaving this beautiful house to pursue new challenges," Mr. Van Assche said in a statement. "I wish to thank Bernard Arnault for the trust he placed in me, Sidney Toledano and Serge Brunschwig for their warm welcome at Dior and their continuous support during all those years of collaboration.

"Finally, it is with great emotion that I thank my team, my studio and the ateliers," he said. "Their support and their unique talent and savoir-faire' have made all my creations possible.

Dior Homme Winter 2018/2019 Show - 30 Montaigne

Taking on the role next will be Mr. Jones. The designer left Louis Vuitton in January, stepping down as the brand's men's artistic director after seven years.

Prior to becoming men's artistic director at Louis Vuitton, Mr. Jones held positions at Alexander McQueen, Mulberry, Hugo Boss and Umbro.

Mr. Jones was behind a number of Louis Vuitton's most-successful and high-profile collections including its Supreme capsule ([see story](#)).

Per Women's Wear Daily, Mr. Jones will begin on April 1.



Kim Jones. Image credit: Dior

"I am delighted to welcome Kim Jones at Dior Homme," Mr. Beccari said. "He will benefit from the support of the teams and from the savoir-faire' of the ateliers to create an elegant men's wardrobe, both classic and anchored in contemporary culture.

"I am confident that he will continue to further develop Dior Homme on a global scale," he said.

Mr. Jones' first collection for Dior Homme will be presented next June during Paris Fashion Week.

"I am deeply honored to join the house of Dior, a symbol of the ultimate elegance," Mr. Jones said in a statement. "I would like to warmly thank Bernard Arnault and Pietro Beccari for their trust in giving me this incredible opportunity.

"I am committed to create a modern and innovative male silhouette built upon the unique legacy of the house."

Dior is also in the midst of executive changes. The brand's former chairman and CEO Sidney Toledano took on a new role within LVMH, moving on after two decades at Dior.

Mr. Beccari joined Dior as chairman and CEO in November, coming to the house from fellow LVMH-owned label Fendi ([see story](#)). In further shuffles, former Dior Homme CEO Serge Brunschwig took over from Mr. Beccari at Fendi ([see story](#)).