

APPAREL AND ACCESSORIES

Christian Dior extends relationship with artist Kaws to campaign

October 30, 2018



Dior's new menswear campaign. Image credit: Dior

By STAFF REPORTS

French couture house Christian Dior is debuting its new artistic director's first advertising campaign with another partnership with American artist Kaws.

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Featuring a large clown-like statue made entirely of flowers, the ad campaign features male models standing in front of the sculpture. The campaign shows off a capsule collection made in collaboration with the artist.

Campaign debut

Debuting in December as a preview to the spring collection, the capsule collection features a variety of looks that range in style from comfortable and casual to formal.

The ad campaign will be new artistic director Kim Jones' first for the brand.

Shot by photographer Steven Meisel, the models are featured in front of the 33-foot-tall sculpture designed by Kaws. The figure itself is made up of 70,000 flowers and was also featured in the label's runway show.

Models such as Valentin Caron, Romaine Dixon, Malick Bodian, Lukas G and Prince Nikolai of Denmark are the faces for the campaign.

Launching on Oct. 31 in print and social media, the still content is accompanied by a variety of digital content and a short film by Jackie Nickerson.



Dior's menswear campaign ranges in style. Image credit: Dior

"I wanted the advertising to reflect the spirit of the men's summer show and the beauty of Dior," Mr. Jones said in a statement to *Women's Wear Daily*. "I've always wanted to work with Kaws. I think he's super chic and also his work speaks to a lot of people."

Dior also recently reunited with a longtime ambassador for a gilded campaign promoting its newest addition to the J'adore collection.

Actress Charlize Theron stars in the introduction video for J'adore Absolu, a more floral interpretation of the house's classic J'adore fragrance. Over the years, many J'adore efforts have focused on Ms. Theron herself, but the newest film surrounds the iconic beauty with an army of powerful women ([see story](#)).

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