

APPAREL AND ACCESSORIES

## Dior expands into US with New York pop-up

November 13, 2018



Dior's New York pop-up. Image credit: Dior

By STAFF REPORTS

French couture house Christian Dior is complementing the upcoming arrival of its ecommerce platform in the United States with a pop-up shop in New York.

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On Nov. 28, Dior's U.S. Web site will launch featuring a special capsule collection made in collaboration with American artist Kaws. A new pop-up, located in New York's Meatpacking District, features a variety of separate rooms that will see changing products as new inventory becomes available.

Dior in the U.S.

Dior's New York pop-up will operate for four months, as an important part of the brand's strategy to get a better hold on the U.S.

The space was design to resemble a bit of the March aux Puces in Paris, featuring a variety of goods from various categories all within one location.

"New York is very important for us. In the U.S., Dior is strong, but I think that we need further awareness," said Pietro Beccari, CEO of Dior, in a statement to *Women's Wear Daily*. "I believe that this idea of the Meatpacking [District pop-up] is coming at the right time."

"It's like a cabinet of curiosities, because basically you can go from store to store being in the same environment," he said. "Each ambience is different and you can just use it in a very flexible way.

"I think it's pretty unique as a system. Nobody has done a pop-up containing several pop-ups."

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Dior is delighted to announce the opening of its pop-up store in the Meatpacking district of New York City. Experience the sensory overload of captivating toile de Jouy that has been modernized with a series of wild animals, and discover the magic of the ephemeral boutique at 400 West 14th Street! #DiorCruise

A post shared by Dior Official (@dior) on Nov 13, 2018 at 8:16am PST

### *Dior opens its New York pop-up*

A variety of animals, such as a giraffe, elephant, monkey and tiger, featured in Dior's signature toile de Jouy print are displayed throughout the store.

In December, the pop-up will feature the special capsule collection with Kaws.

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

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 ([see story](#)).

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