

APPAREL AND ACCESSORIES

## Dior choreographs spring campaign to focus on the body

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*Dior's campaign is inspired by dance. Image credit: Dior*

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By BRIELLE JAEKEL

French fashion label Dior based its upcoming spring/summer collection designs from the art of dance, but is taking the concept one step further with a campaign story that comes from inside the body.

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Debuted at its spring/summer 2019 ready-to-wear runway show in September 2018, Dior showcased its collection with a powerful dance performance. Dior is extending the dance theme into its spring campaign with a series of content that captures a celebration of the body.

"Dior's reliance on dance in this collection is slightly different than its usual spring and summer designs," said Harry Wyckoff, director of Fashion WH. "Fans could be all for its unique style or want the classic Dior style."

Dancing with Dior

"My work is related to the celebration of the body through clothing and the opportunity it offers us in how we represent ourselves in the eyes of others, as well as in our own eyes," said Maria Grazia Chui, creative director of Dior, in a statement that Dior shared throughout its campaign.

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The Spring-Summer 2019 collection is not only inspired by the world of dance, but Creative Director #MariaGraziaChiuri took things a step further by collaborating with the celebrated choreographer Sharon Eyal on developing a performance that unfurled through last September's show. 'The story comes from inside the body,' as Eyal notes, and this involvement extends to the powerful physicality expressed through the presence of some of her dancers in the #DiorSS19 campaign shot by British photographer @HarleyWeir.

A post shared by Dior Official (@dior) on Jan 3, 2019 at 6:02am PST

### *Dior Instagram post*

Dior's spring/summer 2019 show took place in September with models cascading across an open space covered in smoke and rose pedals as dancers performed around them.

Dancers from the Sharon Eyal Group performed pieces choreographed by founder Sharon Eyal on the unique runway.

These dances have been converted into eye-grabbing still images, where models double as dancers in the spring/summer collection.

Shot by photographer Harley Weir, the collection features a palette of nude hues and neutrals, creating a seamless extension of the body. Pieces resemble apparel associated with dance such as bodysuits, pleated dresses and unitards.

"The kaleidoscopic motif, in turn, echoes the experimentation of the contemporary dance pioneer, Loie Fuller," says Dior of the campaign.

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"My work is related to the celebration of the body through clothing and the opportunity it offers us in how we represent ourselves in the eyes of others, as well as in our own eyes," #MariaGraziaChiuri explains of the Dior Spring-Summer 2019 collection. The show itself featured the thrilling participation of dancers from the Sharon Eyal group, who model Ruth Bell effortlessly channels here in this vaporous image from the corresponding campaign shot by @HarleyWeir. #DiorSS19

A post shared by Dior Official (@dior) on Jan 3, 2019 at 1:01am PST

### *Dior Instagram post*

Accessories such as Dior's iconic Saddle bag and Bar jacket are featured within the campaign, adding depth and a nod to the brand's heritage.

#### Collections and campaigns

For last year's spring/summer collection, the French fashion house drew attention toward the line with another artistic campaign.

For the 2018 season, Ms. 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 put the focus on female-produced art ([see story](#)).

Christian Dior similarly debuted its menswear artistic director Kim Jones' first advertising campaign through a 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](#)).

"The campaign is a sincere way to show off its items in an artful sophisticated manner while staying true to its theme," Mr. Wyckoff said.