

APPAREL AND ACCESSORIES

## Dior brings retro-futuristic runway show to retail with pop-ups

May 1, 2019



*Dior's menswear pop-up. Image courtesy of Dior*

By STAFF REPORTS

French fashion house Christian Dior is bringing its fall 2019 men's collection to North American consumers through a series of pop-up shops.

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Taking inspiration from the futuristic designs, the modular stores feature metallic details. These pop-ups enable Dior to present its collection in a more branded and thematic environment, immersing consumers in creative director Kim Jones' vision.

### Pop-up stops

Dior's runway show for fall 2019 was held in November in Tokyo. For the event, Dior commissioned a female robot sculpture from Hajime Soroyama.

Bringing the atmosphere of the show to life in the pop-up stores, Dior has made a 16-foot replica of the statue.

Dior is kicking off the series in CityCenterDC from April 30 to May 6. From there, the pop-up experience will travel to South Coast Plaza in Costa Mesa, CA with an installation from May 14 to 28.



*Inside Dior's pop-up. Image courtesy of Dior*

In addition, Dior will be hosting a temporary store at Yorkdale Shopping Centre in Toronto from May 1 to 31.

Since coming to Dior from Louis Vuitton, Mr. Jones has looked towards artistic partnerships for his runway shows and campaigns.

Dior recently debuted Mr. Jones' 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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