

APPAREL AND ACCESSORIES

Dior brings men's pre-fall show to Miami

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Dior Homme is staging its next runway show ahead of Art Basel Miami. Image credit: Dior

By STAFF REPORTS

French fashion label Christian Dior's upcoming pre-fall 2020 menswear show will be staged in Miami.

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According to a report from *Women's Wear Daily*, Dior is holding the show on Dec. 3, two days before Art Basel Miami begins. While pre-fall shows are a new concept for Dior Homme, artistic director Kim Jones has so far taken the events as an opportunity to bring the Dior brand to different locations.

Miami bound

Since taking the helm of Dior Homme, Mr. Jones has forged a number of art alliances for his runway shows and marketing.

Mr. Jones' first advertising campaign for Dior featured 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](#)).

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

Reaching out to North American clientele, the brand staged a series of pop-ups centered on the collection earlier this year, complete with art ([see story](#)).

[View this post on Instagram](#)

Very excited to announce @dior next men's fall show will be in Miami on the 3 rd December

A post shared by mrkimjones (@mrkimjones) on Aug 1, 2019 at 6:52am PDT

Instagram post from Kim Jones

For Dior's parent company LVMH, the United States is a key market, representing almost a quarter of total sales in the first half. During the six months, sales in the U.S. were up 8 percent.

Showing the importance of the U.S. market for Dior and other luxury brands, a number of European houses have recently decamped to the nation for runway events, including Louis Vuitton and Versace.

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