

APPAREL AND ACCESSORIES

Dior brings Paris to London in Harrods pop-up

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Dior is showcasing its autumn/winter 2019 collection at Harrods. Image credit: Dior

By STAFF REPORTS

French fashion house Christian Dior is flaunting its autumn/winter 2019 collection through a pop-up in London department store Harrods' exhibition windows.

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For the fall line, Dior's women's wear creative director Maria Grazia Chiuri took inspiration from the Teddy Girls, a 1950s subculture group in working-class Britain that rebelled in the post-war period through androgynous yet Edwardian dressing. Bringing the collection to London, Dior is showcasing its designs through a street-level takeover at Harrods.

Britain bound

The walls of Dior's pop-up are covered in a blown-up version of the buffalo check prints that were featured in the fall collection. These red-, white- and green-checked patterns also wrap the exterior of Harrods outside of the exhibition windows.

Exclusively for Harrods, Dior has created a Lady Dior bag in satin and a Saddle bag in velvet. Dior also made a Union Jack version of its Book Tote specially for Harrods shoppers.

An ABCDior customization experience lets consumers put their own spin on merchandise such as Book Tote bags and Walk'n'Dior sneakers.

Taking the takeover outside of the store, Dior-branded double-decker buses will be driving throughout Harrods' Knightsbridge neighborhood.

[View this post on Instagram](#)

The new #HarrodsxDior pop-up boutique in London presents a selection of highlights from the #DiorAW19 collection by #MariaGraziaChiuri as well as the emblematic #DiorBookTote in a new exclusive version. Woven bracelets and D-Connect' sneakers as well as the refined bob hat have been reinterpreted in green versions for the occasion. @LukeHayes_UK

A post shared by Dior Official (@dior) on Aug 4, 2019 at 10:38am PDT

Instagram post from Dior

Opened on Aug. 3, the pop-up will continue through Aug. 31.

Harrods' exhibition windows offer brands the chance to both showcase products on street level and drive sales due to the pop-up space.

For instance, Louis XIII de Rmy Martin took over Harrods' exhibition windows in 2017 with an homage to celebratory events.

Louis XIII's first pop-up boutique at the London store featured scenes that bring to life moments such as a wedding or a red carpet affair. This temporary retail outlet gave Louis XIII the opportunity to drive awareness among passersby while also engaging interested buyers in a branded space ([see story](#)).

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