

APPAREL AND ACCESSORIES

Dior unveils first loungewear collection as fashion lovers stay close to home

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Dior Chez Moi is the label's first collection dedicated to loungewear. Image credit: Dior

By ELLEN KELLEHER

French fashion label **Dior** is bringing elegance to the sofa and bedroom during this period of confinement with its first capsule collection for loungewear.

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Designed by Dior's creative director Maria Grazia Chiuri and artist Pietro Ruffo, the Dior Chez Moi collection features pajama sets, kimonos, slippers, activewear and bathrobes to "celebrate the art of living at home in style." The debut underlines Dior's recognition of how loungewear and activewear remain in vogue as customers continue to hibernate at home due to the lingering pandemic.

"With the pandemic, that need for comfort, pairing down and working within a lifestyle that may have us closer to home is something that's easy for brands to lean into," said Kimmie Smith, cofounder of **Athleisure Mag**, New York. "I think it's a great way to draw more people to the brand."

Chez Moi

As part of the collaboration, Mr. Ruffo worked with Ms. Chiuri to combine his patterns of the zodiac with an eclectic array of maps, flowers and other natural elements. An architect by training, classic lines and stark contrasts of white, black, grey and navy characterize Mr. Ruffo's work.

The brand's signature toile de Jouy pattern is also incorporated in the designs for the cozy and playful collection of ponchos, bikinis, slippers, sneakers and bathrobes that make up Chez Moi. The entire repertoire focuses on pieces that can be layered and used for days entirely spent indoors.



A Chez Moi pajama jacket retails for \$1,850. Image credit: Dior

"The collection allows people to have something that feels extravagant while also being super simple to put on," Ms. Smith said.

Despite the laidback nature of the collection, it still comes at a luxury price point. A black-and-white Dior Zodiac shawl retails for \$1,050; a pair of Dior Chez Moi slides, meanwhile, cost \$850 while a white-and-black Dior Zodiac poncho is available for \$1,550.

The Zodiac theme is fitting as Christian Dior was widely regarded as superstitious and sought out talismanic influences throughout his life.

In a short teaser, Dior presents the collection in all its whimsy with three models at a seaside Italian town.

The clip was shot for the Dior magazine

Not doing much in particular, the women strut around the sun-drenched terrace of the ancient house as if it were a catwalk in Zodiac-embroidered pajamas, ponchos and bathrobes as Italian folk music plays in the background. Christian Dior pillows line the couches to position the brand.

The scene is bright and there is a nonchalance about the models that resonates with the time.

"The models are just sitting doing nothing in particular and that speaks to what many of us have felt," Ms. Smith said. "At the same time, the fact that the video is bright allows the viewer to still feel the hope of months to come."

Pandemic creativity on the rise

The creativity of capsule collections is increasing amid the pandemic as fashion brands look to new angles for inspiration.

A growing number of fashion brands, for instance, are focusing on sustainability and experimenting with environmentally friendly capsule collections as social and environmental awareness accelerates during the global pandemic ([see story](#)).

As part of this, streetwear and loungewear are proving particularly popular for brands looking to experiment.

Loungewear and activewear remain in high demand as most consumers continue to spend extended time at home or opt for more exercise and outdoor activities ([see story](#)).

Dior, which was working on its spring/summer 2021 collections when the pandemic started, has demonstrated its agility and resilience with the introduction of Dior Chez Moi.

"Having to think about how they would need to design months ahead for the needs of their customer in an era that no one could fathom has resulted in the increased need to focus on lounging and comfort and pieces that can truly be layered and transitioned," Athleisure Mag's Ms. Smith. "It's always good to see houses lean into what is happening."