

APPAREL AND ACCESSORIES

Dior embraces apres-ski lifestyle with athletic capsule collection

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The Dior Ski Capsule is available online and at select boutiques. Image credit: Dior

By SARAH RAMIREZ

French fashion house Christian Dior is experimenting with sportswear and winter athletic gear with the launch of its latest capsule collection.

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Dior's Ski Capsule features ready-to-wear, skis, snowboards and accessories, designed by artistic director of men's collections Kim Jones. For the collection, Dior collaborated with Japanese sportswear brand Descente and Swiss sporting goods companies AK SKI and POC.

Ski Capsule

High-performance apparel featured in the Ski Capsule includes down jackets, blousons, sweaters and ski pants. The color palette ranges from neon yellow and vibrant violet to classic navy blue.

In addition to ready-to-wear, the capsule collection also includes accessories such as hats, goggles, gloves, headbands and scarves, as well as skis and snowboards which are exclusively available at Dior's Soho pop-up and Beverly Hills boutique, which are carrying the complete collection.

The snowboards and skis are priced at \$8,100 and \$9,300, respectively, while mass markets winter sports equipment is priced at \$300 and up.

Dior collaborated with winter sports specialists for the collection

Many items in the Ski Capsule, including the equipment, features the Dior Oblique motif, which house creative director Maria Grazia Chiuri revived in 2017.

To promote the collection, Dior shared a behind-the-scenes video of the collaboration process. The short emphasizes both the craftsmanship behind the high-performance pieces and touches on the sustainable materials used in the construction of the collection.

For instance, it took more than 80 steps and 10 hours to create each pair of skis, while the down jackets were made with nylon derived from biomass. A photo essay on the Dior site also shares more details about the making of the

collection.

In another marketing effort for Dior Ski, K-Pop star Oh Se-hun, better known as Sehun, modeled the collection for *Dazed Korea*.

Capsule collections

The launch of the Ski Capsule follows the label's first loungewear collection, Dior Chez Moi.

Designed by Ms. 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 ([see story](#)).

Such capsule collections serve as an opportunity for luxury labels to partner with niche labels or experiment with different styles or sustainable materials.

A growing number of luxury brands are focusing on sustainability and experimenting with eco-friendly capsule collections as social and environmental awareness accelerates during the global pandemic.

Swiss apparel and accessories brand Bally released Peak Outlook, a capsule collection aiming to raise awareness of global warming.

The Outlook collection includes men's and women's ready-to-wear apparel and accessories, from thermal sets and sweatshirts to backpacks and key holders all made using eco-friendly synthetics or yarn. Having fostered a union of responsible materials and multi-functional design, the limited-edition collection drew inspiration from the outdoors and was crafted with care ([see story](#)).

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