

HOME FURNISHINGS

Dior celebrates May with nature-inspired collection

May 5, 2021



Table setting curated by Cordelia de Castellane. Image credit: Dior

By NORA HOWE

French fashion house Christian Dior is honoring its founder and namesake with its newest lily-themed tableware collection.

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From her country home and garden, Dior Maison creative director Cordelia de Castellane shows how to create different atmospheres using tableware from the new range based on interpretations of one of Mr. Dior's favorite flowers. A symbol of purity and joy, the Lily of the valley adorns this season's new collection.

"The ultimate goal of all luxury marketing is to promote brand desire," said Chris Ramey, CEO of [Home Trust International](#), Palm Beach, Florida. "The [campaign] leverages the Dior DNA to reflect that the object is important because of the brand."

Lily of the valley

As revealed in the second episode of the Dior Untold podcast, Mr. Dior spent a significant amount of his childhood helping his mother Madeleine with their old English country garden Les Rhumbs, where she planted geraniums, roses and jasmine.

He was constantly by his mother's side, absorbing her love of flowers and learning the virtue of patience. The garden they grew together serves as a celebration of the bond between mother and son, something to which Mr. Dior turned for inspiration throughout his life ([see story](#)).

Through this exposure, he developed a particular love for the Lily of the valley, a delicate flower that later became one of the designer's good luck charms, sewn into the hems of his designs.

Cordelia De Castellane for Dior Maison

Paying tribute to this heritage, Ms. de Castellane welcomes warmer weather with a collection dedicated entirely to the Lily of the valley.

In the campaign video, the houseware designer creates two table settings inspired by the flower. The first is set for

an intimate lunch in her greenhouse.

"When I first pictured the Lily of the valley collection, I wanted to capture the essence of the *toile de Jouy*," she says in the film.

The collection follows a simplistic, delicate theme with tones of green and ivory. Ms. de Castellane embellishes the table setting with candlesticks and real lilies of the valley.

"As a post-COVID ploy, the private home in France and narrative in French adds to the crescendo of emotion while reinforcing brand desire," Mr. Ramey said.

The second table setting was inspired by summer and Mr. Dior's home in southern France. Ms. de Castellane aimed to mix a delicate, softer green with a richer, darker green, like that of a four-leaf clover.



Tea set from the new Lily of the Valley collection. Image credit: Dior

Although the two settings evoke different moods, Ms. de Castellane suggests that the collection can be combined in different ways to bring any feeling to life.

Play on nature

From haute couture designs and runway shows to sustainability efforts and ad campaigns, Dior frequently emphasizes how nature and community inspire its craft.

Last month, the brand immersed itself in nature through the power of emotional storytelling. In an effort towards informing fashion consumers of the importance of environmental sustainability, Dior released new installments of its "Tales of the Wild" series.

The new episodes feature two individuals who are dedicated to preserving all elements of nature and determined to find the symbiotic relationship between wildlife and mankind ([see story](#)).

In February, the house examined the world of fragrance creation through a documentary feature film, shedding light on the mysterious craft. Directed by Clment Beauvais and Arthur de Kersauson, *Nose* follows Dior perfumer Francois Demachy on his two-year quest through fourteen countries to discover the world's most valuable raw materials.

The film takes viewers on a journey from southern France and Italy to Indonesia and Ireland, serving as more of a travel documentary as it explores various remote communities and regions. In each place, the film shows Mr. Demachy interacting with local farmers and suppliers, showcasing the human connection necessary to bringing fragrance to life ([see story](#)).

"A long history of adherence to luxury marketing principles ensures the desire to visit France closely mirrors the desire to consume Dior," Mr. Ramey said. "The [tableware] campaign tempts what COVID-19 has taken from consumers."