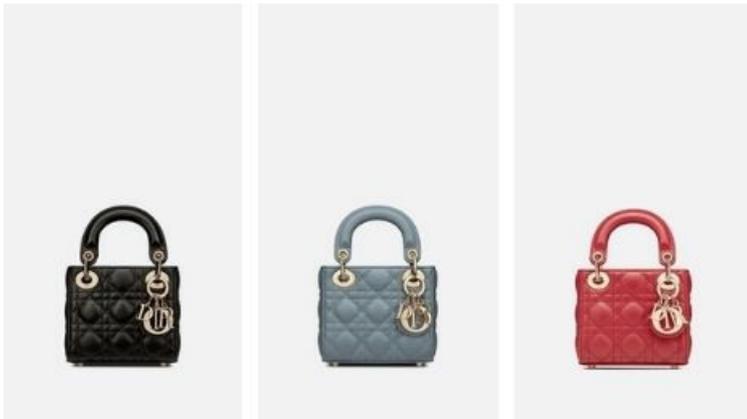


APPAREL AND ACCESSORIES

## Dior challenges friends to fit everything in new micro-bag challenge

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*Dior is releasing miniature versions of its Lady Dior, 30 Montaigne, Dior Caro and Saddle bags. Image credit: Dior*

By LUXURY DAILY NEWS SERVICE

French fashion label Christian Dior is testing the notion of big things coming in small packages with its new micro-bag challenge.

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In a new short film, several friends of the house try to see how many items they can securely fit into miniature versions of some of Dior's most iconic bag styles. In a fun and comical vignette, complete with challenge-takers utilizing rulers that are longer than the bags themselves, consumers are introduced to different styles and colors of the micro-bags.

### Dior micro-bag challenge

The short film shows participants trying to fit everyday items into miniature versions of the Lady Dior, 30 Montaigne, Dior Caro and Saddle bags. The miniature bags are available in colors including black, red, latte, rose des vents, sky blue and tundra green.

Some of the items friends of the house attempt to fit in their micro-bags: a novel, a lighter, biscuits, a lighter, more biscuits, keys, headphones and more.

*Friends of the house will try to fit everything in these miniature bags.*

Even Dior milliner Stephen Jones participates, announcing that the micro-bag is the perfect carrier for his thimble. Continuing with the video's overall inviting and comedic feel, Mr. Jones then theorizes that these bags might be designed specifically for thimbles.

The video ends with a showcase of the disparate micro-bags in many colorways and several satisfied friends of the house who have managed to fit in all the necessities.

The micro-bags are now available for purchase on the Dior website.

Earlier this week, Dior shared behind-the-scenes footage of the creation of its cruise 2022 collection, continuing the brand's tradition of spotlighting the work of artisans and the influence of different cultures ([see story](#)).

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