

APPAREL AND ACCESSORIES

Dior, Travis Scott partner on spring 2022 men's collection

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American rapper Travis Scott co-designed Dior's newest menswear collection. Image courtesy of Dior

By LUXURY DAILY NEWS SERVICE

French fashion house Christian Dior's menswear creative director Kim Jones has teamed up with American rapper Travis Scott to co-design the new spring collection.

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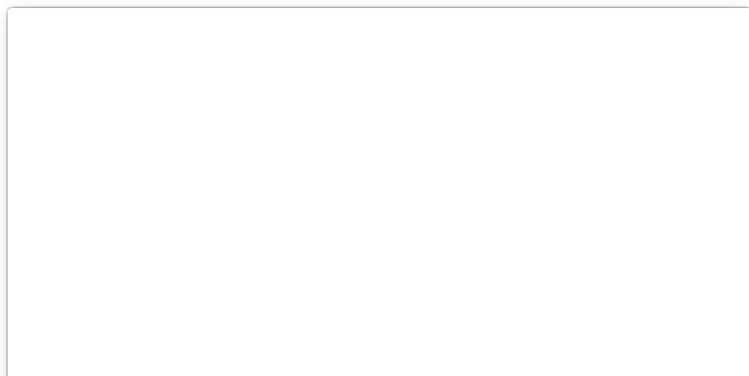
The artistic union represents the first full Dior collection ever created in collaboration with a musician, and emphasizes Mr. Jones' pursuit of sparking dialogue with pioneering personalities. The collection will be unveiled in Paris on June 25 and on [dior.com](https://www.dior.com).

Astroworld meets Dior

Born Jacques Bermon Webster II, but better known by stage name Travis Scott, the Grammy-nominated artist, songwriter, producer, business mogul and designer is recognized as one of this generation's most influential creative personalities and leading hip-hop artists.

Mr. Scott's last album "Astroworld" went multi-platinum. In 2017, he founded his own record label, Cactus Jack Records.

He is the CEO of creative collective Cactus Jack, which has collaborated with brands such as Nike, Dover Street Market and Epic Games.



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A post shared by Cactus Jack (@cactusjack)

Last year, he founded the Cactus Jack Foundation to empower and enrich the lives of young people by providing access to education and creative resources to ensure long-term success.

The foundation has since partnered with Parsons School of Design to establish a fashion program, also launching its own Historically Black Colleges and Universities (HBCU) scholarship program.

The hip-hop artist is no stranger to the world of high fashion.

In 2019, French fashion house Saint Laurent produced and designed the wardrobe for Mr. Scott's "Can't Say" music video, earning the label prime placement on YouTube. The collaboration was indicative of the increasing convergence of streetwear and luxury fashion ([see story](#)).

Likewise, Mr. Jones has rarely been one to shy from collaborative opportunities, with streetwear brands like Supreme and Converse in his partnership portfolio ([see story](#)).

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