

APPAREL AND ACCESSORIES

Dior touts sporty partnership with Paris Saint-Germain

September 8, 2021



Dior is the official tailor of PSG for the next two years. Image credit: Dior

By KATIE TAMOLA

France's Dior is balling out with its new partnership with the Paris Saint-Germain Football Club as it shows off its menswear offerings in a sporty, behind-the-scenes campaign.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

In a short film, the PSG players trade in their cleats for tailored suits and shirts, while sharing their thoughts on the collection. The unique campaign and partnership blends the worlds of sports and style, spotlighting the versatility of both the brand and athletes.

"The Dior x Paris Saint-Germain partnership is particularly effective as it showcases the place of Dior in contemporary culture," said Thoma Serdari, director of fashion and luxury MBA at [NYU Stern](#) and author of *Rethinking Luxury Fashion*, New York.

"Several scenes of tailoring are included to emphasize the attention given to details and the impeccable definition of the final product," she said. "A few accessories are also included as well as a few more casual pieces of clothing, all of which look remarkably elegant and comfortable at the same time which is easily proven when a couple of the footballers take their Dior suits to the field."

Booting it

Dior's artistic director of men's collections, Kim Jones, will design looks for the team for the next two seasons. The designs combine formal and casual pieces ranging from suits in custom shades to jackets and polo shirts.

The intimate vignette opens with the players exiting a black vehicle and entering a Dior store as a team. The shot then cuts to different men explaining their positions on the field as they get their Dior apparel specifically tailored.

PSG players have their Dior looks customized and talk fashion

A sophisticated soundtrack of violins permeates as the men look in the mirrors, grin and begin assembling their outfits. Dior representatives approach football defender Sergio Ramos and direct him to his fitting.

The defender then shares his sentiments on fashion.

"I think that style is important to everybody," he says. "Feeling good about what you wear."

Other players are also seen consulting Dior tailors about sizing, specific items and customizations. In the midst of being fitted, the athletes are able to share what partnering with Dior means to them.

"Paris has become something wonderful in football," says footballer Marco Verratti. "Dior is one of the best brands out there, and we're really happy with this collaboration."

[View this post on Instagram](#)

A post shared by Dior Official (@dior)

"The best have to stick together," Mr. Ramos adds, reflecting an ethos shared between Dior and the team.

More footage shows the players trying on their ensembles, conversing, posing and more. In one scene, player Georginio Wijnaldum gleefully notes that the Paris Saint-Germain logo that is embossed on a black tie.

The scenes then cuts to the teammates wearing more casual Dior looks, featuring tailored shirts, posing on the soccer field.

As they finish getting dressed, the athletes discuss how the Dior products make them feel more confident and happy. The athletes check out and compliment one another's looks.

"The integration of product in the main message of the video, which is all about diversity and inclusivity in a society that is rewriting the codes of the bourgeoisie and its exclusivity to luxury, is smooth and unobtrusive," Ms. Serdari said.

Luxury gets in the game

Tapping athletes helps luxury brands across sectors expand their audiences, getting their products in front of fresh eyes.

This summer, LVMH-owned Champagne brand Mot & Chandon recognized greatness with a handful of icons from the professional basketball world in a new video series.

In the short films in collaboration with the National Basketball Association (NBA) and the Women's National Basketball Association (WNBA) a WNBA champion, an NBA all-star, a championship jeweler and a fashion designer each explain their takes on greatness under pressure, and how Mot Champagne is a welcomed part of any celebration ([see story](#)).

Similarly, Swiss watchmaker IWC Schaffhausen highlighted tenacity in a new campaign for its Big Pilot timepiece,

starring longtime brand ambassador Lewis Hamilton.

In "I Am A Big Pilot," the world champion race car driver reflects on how he has broken barriers throughout his career. The IWC campaign is the latest effort from the watchmaker centering the determination of star athletes and others ([see story](#)).

Expanding ambassadorships, as Dior is now doing with PSG, is a practice in crafting thoughtful relationships and representations of a brand. Ambassadorships continue to be widely considered by luxury brands across sectors.

"Luxury brands need to first reflect on who they want to bring into their world and ensure that the message of aspiration is universally a positive agent of change that reflects the cultural nuances of contemporary society," Ms. Serdari said. "Who are today's role models? Why?

"And what supplementary traits do they impart in addition to their status and success stories? How do they create an image that is exemplary of what distinction means today?" she said. "In the end, luxury brands have grown into the responsibility of demonstrating with authority how the marketplace breaks out of antiquated notions of exclusion."

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.