

APPAREL AND ACCESSORIES

## Dior highlights artists behind Designer of Dreams exhibition

November 5, 2021



Artist Billie Zangewa discusses her process in a new Dior video. Image credit: Dior

By KATIE TAMOLA

LVMH-owned French fashion house Christian Dior is giving consumers a glimpse into the makings of dreams with some new behind-the-scenes footage.

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In two short vignettes, Dior spotlights artists Billie Zangewa and Katerina Jebb, who worked on the "Christian Dior: Designer of Dreams" exhibition. The videos portray the artists' passion and the meticulous processes behind their work, a reflection of the thoughtful ethos that serves as the basis of both the Designer of Dreams exhibit and the brand.

"The Dior ethos is one of inspired work, commitment to innovation, and relevant experimentation," said Thoma Serdari, director of fashion and luxury MBA at [NYU Stern](#) and author of *Rethinking Luxury Fashion*, New York.

"It is so insightful to have the opportunity to listen to the two artists and how they conceived of their ideas for this particular exhibit as well as gain a deeper appreciation of the curatorial effort as a whole."

Behind the exhibition

In Ms. Zangewa's vignette, she ruminates on her process as a visual artist specializing in textiles. First, she usually comes up with an idea, then does some research photographs.

"The silk is where the magic comes in," she says.

*Ms. Zangewa talks her process and the role of silk*

The artist then explains how she initially wanted to implement herself into the piece, which illustrates Christian Dior helping dress a model, but decided against it in an effort to make the founder the focal point of the piece.

She also describes how this project compelled her to shift from focusing on emotions to texture, ultimately showing how this helped her talent shine.

Another vignette showcases Ms. Jebb's work on collaborating on the exhibition's accompanying book.

Ms. Jebb, a British-born artist and photographer, explains that the book is a collection of pieces that illustrate the exhibition, from photos of clothing as well as telegrams, postcards and other materials comprising the history of Dior.

The book took three months to compile, with the team going into the Dior archives and selecting which relevant materials to include.

In the video, Ms. Jebb explains her medium, scanography, as shots of iconic Dior looks from the past several decades are displayed.

*Ms. Jebb discusses the book-making process*

"It documents the reality in a brutal way, but it also abstracts it from a photographic medium," she says.

Both vignettes show the thoughtful approach and work put into making the exhibition thrive.

Curated by Florence Mller with Matthew Yokobosky, the exhibition is an artistic and historical melding of Dior ethos and American culture. With almost 300 pieces illustrating Dior's history and relationship with America, consumers can visit the exhibition until Feb. 20, 2022 ([see story](#)).

Mixing heritage and art

Dior continues to take an artistic approach in celebrating all that it has become, has to offer and has achieved.

Last month, Dior honored its history with a haunting film campaign for its 2022 cruise collection.

Directed by Fabien Baron at the historical Temple of Zeus, "Female Divine" is inspired by a famous Dior shoot at the Acropolis 70 years ago. The classical setting also imbues the campaign with a sense of timelessness and history ([see story](#)).

The label also continues to provide campaigns that are entertaining and humorous, reminding consumers of its many facets.

In June, Dior tested the notion of big things coming in small packages with its new micro-bag challenge.

In a 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 ([see story](#)).

Whether it is an exhibition or a vignette revolving around how much can fit in a miniature handbag, Dior continues to prove its reverence for the past, the present and what it has left to achieve.

"Dior is not resting on the laurels of the past, staging an exhibit that showcases its legacy," Ms. Serdari said.

"On the contrary, it sets in motion an engine that questions, experiments, and innovates with the cultural heritage that the brand has already created while also it incites the viewer to connect with the brand as it operates today, as an inclusive, contemporary brand that aims to be relevant and conversational."