

APPAREL AND ACCESSORIES

Dior opens eco-conscious concept store

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The Dior pop-up store in Dubai features natural materials and 3D architectural techniques. Image credit: Dior

By LUXURY DAILY NEWS SERVICE

French fashion house Christian Dior has unveiled a new architecturally innovative pop-up store in Dubai in collaboration with Italian 3D design firm **Wasp**, which specializes in creating 3D printed eco-housing from natural materials.

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Located on Jumeirah Beach, the space is made up of two circular structures that were 3D-printed using digital construction techniques designed by Wasp. Combining clay, sand and raw fibers in a 3D printing system, the store is made entirely of natural materials.

Natural Dior

The walls of the boutique feature Dior's signature cannage motif. Inside, visitors will find pieces from the Dioriviera collection designed by Maria Grazia Chiuri, as well as the Dior Book Tote and Dior Caro.



The Dior cruise 2022 show in Athens' Panathenaic Stadium. Image credit: Dior

The latest additions to the Dior 2022 cruise line like Lady Dior in a horizontal East-West format and the Lady Dior Wicker baskets are also included.

The Toile de Jouy print adorns beach essentials such as deckchairs, parasols, cushions and bottles.

Last month, Dior featured its "Christian Dior: Designer of Dreams" exhibition at the Brooklyn Museum in New York. Curated by Florence Miller 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](#)).

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