

APPAREL AND ACCESSORIES

## Dior reinterprets iconic handbag with new collaborations

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*Zhang Huan for Dior Lady Art. Image credit: Dior*

By SARAH RAMIREZ

French fashion house Christian Dior has revived its Lady Dior artistic collaborations for a sixth edition.

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The annual "Dior Lady Art" project celebrates creativity and individuality, two core tenants of the house. For the sixth edition, 12 artists were tasked with reinterpreting the iconic Lady Dior top-handle handbag.

### Artist conversations

The Dior Lady Art project was first introduced in 2016 ([see story](#)).

For the sixth edition, the house enlisted a diverse and global lineup including Zhang Huan, Genieve Figgis, Johan Creten, Manal Aldowayan, Lina Iris Viktor, Gisela Colon, Antonin Hako, Daisuke Ohba, Gigisue, Leonhard Hurlzmeier, Li SongSong and Yukimasa Ida.

*Lina Iris Viktor is the most recent artist featured by Dior*

To extend the effort's reach, Dior is slowly rolling out digital content featuring its creative collaborators, including video interviews and podcast episodes.

In the video series, a male narrator with a French accent introduces the artists and their philosophies a creative direction seen in earlier editions of the project. The videos also include sit-down interviews with the artists, as well as footage of their previous work and inspirations.

The films also include reveals of each participants' creations for Dior.

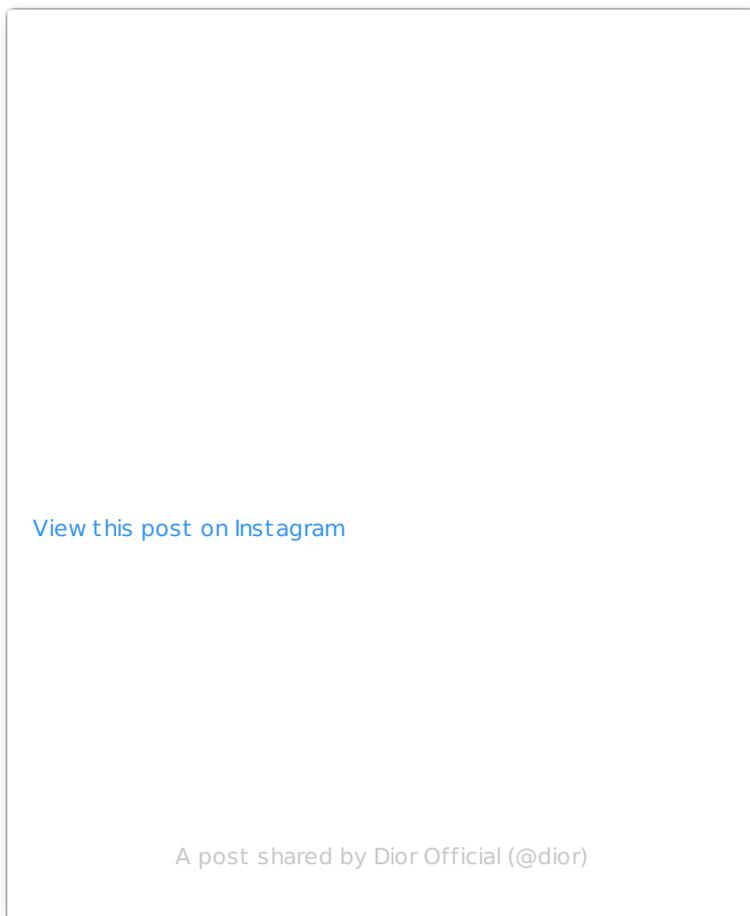
For instance, Chinese artist Mr. Zhang is inspired by Buddhism and the cycles of life and death. He often works with different organic materials, including blood, water, ice and ashes.

For Dior, Mr. Zhang translated his artistic sensibilities into four designs with motifs representing rebirth, including flowers and Buddhist masks.

Another featured artist, Ms. Figgis, has gained recognition for her melt-like portraits, including one of Diana,

Princess of Wales. The late royal is the namesake for the Dior handbag in question.

The Irish artist created three Lady Dior designs a cat, a tiger and a carnival scene.



*Dior has revealed the Dior Lady Art campaign over several weeks*

So far, Dior has revealed the creations of half of this edition's artists on its website. The brand continues to reveal content on YouTube, Twitter and Instagram, as well as the "Dior Lady Art" podcast, spotlighting one artist at a time.

Celebrating creativity

Dior pays tribute to artistic sensibilities in various recurring projects.

The fashion label sometimes embraces a theme for Dior Lady Art for a cohesive message.

In 2019, the house took a feminine approach to its recurring Lady Dior Art campaign, choosing only to collaborate with women artists. The decision emphasized creative director Maria Grazia Chiuri's commitment to bringing feminism to fashion ([see story](#)).

Art can serve as inspiration for other marketing campaigns as well, as seen in early 2021.

Dior unveiled its spring/summer 2021 ready-to-wear campaign through ornate imagery reflecting painting styles from the Renaissance and Baroque periods. Celebrating excellence in savoir-faire and art in all forms, from Virginia Woolf to Lucia Marcucci, the campaign captures the collection through the power of painting ([see story](#)).

Dior also looks to support emerging artists. The 2021 edition of the Dior Photography Award for Young Talents tasked photographers to respond to the theme "Face to Face" ([see story](#)).