

APPAREL AND ACCESSORIES

Dior celebrates reimagined 30 Montaigne with introspective campaign

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30 Montaigne reopened on March 6. Image credit: Dior

By SARAH RAMIREZ

French fashion house Dior is commemorating the reopening of its iconic home by exploring its symbolism.

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After more than two and a half years of renovations, 30 Avenue Montaigne has been reopened. A Parisian fixture, Dior's "realm of dreams" reflects the maison's past, present and future.

"Luxury is a term that rests solidly on two seemingly opposing pillars: tradition and innovation," said Thoma Serdari, director of fashion and luxury MBA at [NYU Stern](#) and author of *Rethinking Luxury Fashion*, New York. "However, rather than working against each other, these two tenets of luxury fuel the engine that powers legacy brands, like Dior.

"In that sense, the fact that Avenue Montaigne 30 is the original building that Mr. Dior chose to install his brand, an address that had appealed to him long before he became successful, is very important," she said. "Indeed, this historic flagship links the Dior brand to its own heritage, to the legend of Mr. Dior and his inspired vision about the brand.

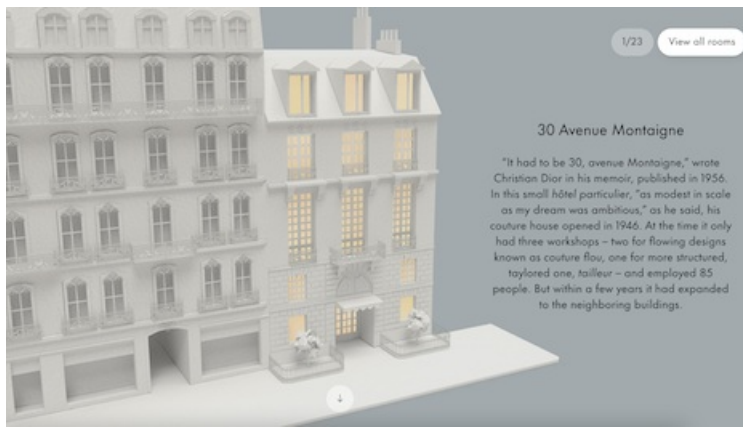
"Additionally, it links it to the story of haute couture, elegance, sophistication and a particularly glamorous lifestyle, which is what the public thinks about when the name of Avenue Montaigne is mentioned. There are songs sung about it and books written about it."

Dr. Serdari is not affiliated with Dior, but agreed to comment as an industry expert.

Destination Dior

Dior's 30 Montaigne is more than a boutique. It is a destination for all things Dior.

Covering more than 10,000 square meters, or more than 100,000 square feet, across eight buildings and seven floors, the htel particulier now includes a boutique, an exhibition space, a restaurant, haute couture salons and gardens.



Dior digitally recreated 30 Montaigne. Image credit: Dior

A [microsite](#) dedicated to the exhibit space, La Galerie Dior, allows visitors to digitally explore the iconic building as well. Twenty-three virtual rooms at 30 Montaigne tell the story of the Dior maison, from the grand staircase to the press office and nurse station.

"History and innovation work well together," Dr. Serdari said. "In Dior's case the original building has been updated so as to include an exhibition space, where items from the archives will be periodically on view around specific themes and ideas the brand wishes to emphasize today.

"It also includes a restaurant and p isserie that present an opportunity for a relaxed and unhurried retail experience while they also reinforce the aesthetic parallels between fashion and food," she said. "Finally, the boutique itself showcases an airy, contemporary design that balances romanticism with a cutting-edge aesthetic even though it incorporates all the latest technology elements that make the shopper's experience seamless."

Dior captured part of the renovation in a short titled, "What is Dior 30 Montaigne?"

Using a "man on the street" interview style, both passerby and construction workers are asked what they associate with the famous address. They conjure up themes such as "mythic," elegance and dream.

30 Montaigne symbolizes the Dior ethos

"You could feel there was a bit of an electric atmosphere," says one woman wearing a hard hat, as b-roll shows another worker priming the site's walls.

Hinting at the extent of the work, other footage reveals workers installing lighting, an aerial view of 30 Montaigne's gardens and construction cranes contrasting against the Parisian cityscape.

Another vignette offers more of a historic perspective on Dior's home.

Hosted by Soizic Pfaff, director of Dior Hritage, the film explains the early days of 30 Montaigne under the house founder from the discovery of the htel particulier itself to its many workshops and even fashion shows.

[View this post on Instagram](#)

A post shared by Dior Official (@dior)

Uncovering the history of 30 Montaigne

The vignette combines archival footage from 1940s and 1950s Paris, including scenes from inside the ateliers, and contemporary video showing 30 Montaigne today evoking the timelessness of the house.

"Monsieur Dior had big ambitions," Ms. Pfaff says in the video. "Even if it wasn't his plan to start with at all."

History meets innovation

Dior has been embracing more innovative ways of exploring its heritage, allowing the brand to honor its history and appeal to younger consumers.

In 2020, the label launched a new podcast series that tells the heritage of Dior Perfumes, giving fans a glimpse inside the origin story of the Dior brand and the fragrances that made the name iconic. The podcast plays on the brand's heritage and its history in Provence, Paris and Normandy with portraits of the people that helped develop and create Dior Perfumes ([see story](#)).

In another advertising effort that year, Dior celebrated a comprehensive history of the designer and fashion label based on an exhibit at The Muse des Arts Decoratifs in Paris in 2017. The #DiorHeritage campaign includes a one-hour documentary about the exhibition posted to the LVMH-owned brand's [YouTube page](#), as well as images from the event on its Facebook and Instagram pages ([see story](#)).

This same balancing act of looking back and looking ahead is apparent at the renovated Montaigne 30.

"The heritage that Dior maintains today by relaunching and updating its presence on Avenue Montaigne 30 goes beyond the immediate universe of the brand and touches the psyche of the collective, especially a collective that is already enamored with Paris and all things Parisian," Dr. Serdari said.

"The unveiling of Avenue Montaigne 30 is a thoughtful approach to retail as it incorporates both history and innovation to present the consumer with a holistic experience rather than a transactional visit."

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