

SOFTWARE AND TECHNOLOGY

Dior goes full throttle in Kim Jones-designed gaming debut

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Dior has officially entered the gaming world with new collaboration. Image credit: Christian Dior

By NORA HOWE

French fashion house **Dior** is taking its first step into the world of video games with a Gran Turismo 7 capsule designed by menswear creative director Kim Jones.

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A widely popular PlayStation car racing simulation video game, **Gran Turismo 7** is the eighth installment in the game's series and now welcomes high fashion into its environment. As part of the collaborative project between the two brands, a collection of skins and a customized vintage car, the De Tomaso Mangusta, have been designed for players to use in the Gran Turismo universe.

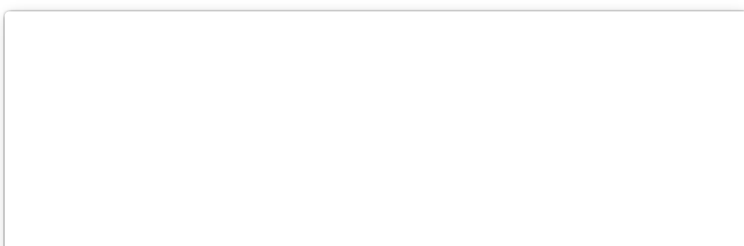
Driving gamification

Inspired by references to the house from the 1960s to the 1980s, players may discover a full racing jumpsuit set in two colorways, a helmet, gloves and reinterpreted Diorizon' shoes.

Using recognizable patterns like the Dior Oblique motif, Christian Dior's "CD" diamond initials and a Christian Dior Atelier Avenue Montaigne patch, Mr. Jones designed the collection with the goal of combining the codes of Dior with those of the racing game.

Players may also opt for the customized vehicle, a limited-edition cream-colored De Tomaso Mangusta, which nods to Dior perfume advertisements from the latter of the 20th century.

Additionally, the number "47" appears on the driver's silhouette and the race car as a tribute to the year 1947 the year of Christian Dior's first fashion show.



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A post shared by Dior Official (@dior)

Players will be able to choose from two jumpsuits and opt for a customizable De Tomaso Mangusta

In a short film promoting the project, Dior men's design director Lucy Beeden discusses the inspiration behind the virtual vintage race car and suit.

"The starting point for the project was really looking at the glamorous adverts of Dior Parfum from the 60s to the 80s," Ms. Beeden explains. "They evoked this glamorous lifestyle.

"Different perfumes would sponsor different car races like the Dakar Rally or Le Mans 24-hour Race."

In developing both the car and the jumpsuits, Dior designers went for appealing colors that would pop but not appear flashy or garish. They opted for yellow in the jumpsuits as a nod to the history of car racing and a cream color for the car to tone down the strong shape and sponsorship logos achieving a more understated look.

Honoring its founder is a focal point for the brand, and looking back into its own archives is often the first step in Dior designers' creative processes. From there, they aim to create connections between contemporary designs and collaborations and Christian Dior.

The brand was inspired by its founder's first fashion show in 1947

The Dior skins and customizable car will be available on Aug. 25, 2022, on Gran Turismo 7, which is equipped for PlayStation 4 and PlayStation 5 consoles.

Fashion in the virtual world

While this is Dior's first digital fashion project and its initial step into the virtual space, other brands caught on to the trend a bit earlier.

Italian fashion house Gucci partnered with esports competitive gaming platform Facelt to propel top gaming talent through the development program Gucci Gaming Academy.

Designed to empower young esports talents while creating a healthier competition environment, Gucci Gaming Academy provides support through dedicated coaching sessions, teamwork activities and mental health resources. To celebrate the program, Gucci released "Bellhop," a short film directed by Tom Newman, portraying the influence of Guccio Gucci as well as the importance of mentorship ([see story](#)).

A few months prior, the brand had collaborated with Microsoft's Xbox to design and develop a limited-edition controller, console and case. Under the creative vision of Gucci's artistic director Alessandro Michele, the brand aimed to fuse technology and tradition by combining Xbox's functionality with Gucci's design language ([see story](#)).

In December 2021, Italian fashion house Valentino joined fashion styling game Drest for a seven-day exclusive collaboration as the luxury label looked to connect with stylish and digitally savvy audiences. For one week, two Valentino challenges featuring the new Valentino Party collection lived in Drest's home feed alongside the brand's holiday campaign ([see story](#)).

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