

ARTS

## First skirts, now paintings: Dior faces more copycat accusations in China

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*For the second time in one month, Dior has been accused of cultural appropriation by Chinese netizens. Will the controversy escalate further? Image credit: Dior*

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Dior is facing cultural appropriation accusations in China once again.

The fashion house's fall 2022 products featuring what the French brand calls "Jardin d'Hiver" patterns have been called out by netizens for copying traditional Chinese painting styles.

According to the [product description](#) on Dior's official website, the collection is "a poetic and exotic representation of Monsieur Dior's wall murals."

Following the recent scandal over the plagiarism of traditional Chinese horse face skirts to which the luxury titan has yet to issue a formal response this latest controversy further bruises Dior's image in the mainland.

The hashtag [#NewDiorProductsAllegedlyCopyingChineseFlowerandBirdPatterns](#) currently has 3.5 million views on Weibo.

But worse than that, angered users are rushing to comment under Dior's newest posts on the platform as well as Instagram asking the brand to apologize.

Strong sentiment for traditional Chinese wear has even manifested offline.

Amid the ongoing backlash against Dior's horse face skirt, around 50 Chinese students protested outside of the Paris Dior store in July, with the Weibo hashtag [#ChineseStudentsinParisProtestAgainstDiorCulturalAppropriation](#) gathering more than 440 million cumulative views.

Clearly, keeping silent and trying to go unnoticed is not working well for the house.

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