

APPAREL AND ACCESSORIES

## Dior channels Paris for Rodeo Drive pop-up

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*The pop-up features a range of offerings, centering menswear creative director Kim Jones' winter 2022 collection, the house's collaboration with Birkenstock and more. Image credit: Dior*

By LUXURY DAILY NEWS SERVICE

French fashion house **Dior** is venturing to California's iconic Rodeo Drive for a new pop-up.

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The pop-up store features a range of offerings, centering menswear creative director Kim Jones' winter 2022 collection, the house's collaboration with Birkenstock and more. Open through Sept. 19, the pop-up's Parisian feel permeates throughout the space.

Pop-up with Paris feels

The new pop-up shop is inviting consumers to peruse the latest accessories, footwear and ready-to-wear from Mr. Jones and other collaborations.

With a clear aim to bring a Parisian style to California, the shop features Art Nouveau lampposts, shots of the Paris skyline and a 3D Pegasus sculpture.



*Dior brings Paris touches to Rodeo Drive. Image credit: Dior*

The space, located at 362 North Rodeo Drive, melds California chic, glamorous Dior ethos and a Parisian pop.

It has been a busy year for Mr. Jones.

Earlier this month, Dior took its first step into the world of video games with a Gran Turismo 7 capsule designed by menswear creative director Kim Jones.

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.

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 ([see story](#)).

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