

APPAREL AND ACCESSORIES

Dior frames feminist future by looking back for fall 2022

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Dior is placing new twists on old classics such as the Bar Jacket and Lady handbag for fall/winter 2022. Image credit: Dior

By AMIRAH KEATON

French fashion house Christian Dior is proposing a new vision for the modern woman, one that is deeply informed by the house's past.

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This season's imagery is visually inspired by female artist Mariella Bettineschi's "The Next Era", an artwork that aptly centers the female gaze through portraiture. While applying modern updates to designs of decades past, including a digitally-adorned jacket sleeve resulting from a partnership between Dior and Italian start-up D-Air lab, Dior simultaneously nods to its atelier heritage and redefines the modern woman's aesthetic.

"Dior's heritage provides incredible storytelling as a basis for anchoring the brand while uber technical gloves signal cultural relevancy today, and tomorrow," said Marie Driscoll, Managing Director of Luxury & Fashion at [Coresight Research](#), New York.

Ms. Driscoll is not affiliated with Christian Dior, but agreed to comment as an industry expert.

Ready-to-wear reinvented

In Dior's fall fantasy, red cubic squares fill screens and complete campaign imagery, as each box plays to the theme of juxtaposing old and new.

Previously included in March's runway show set design, the brand presents a recreation of Ms. Bettineschi's artistic arrangement.



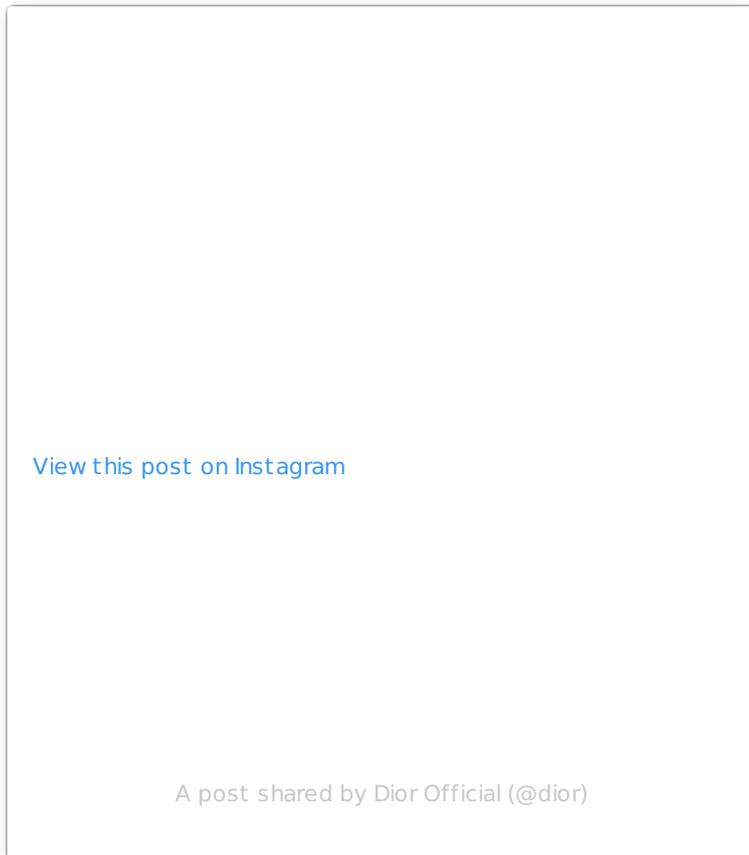
Dior's fall/winter ready-to-wear show, featuring the set from which corresponding campaign imagery was inspired. Image credit: Dior

In its latest effort, Dior brings its history into a modern-day context by proposing tech-infused iterations of archival silhouettes. To complement creative director Maria Grazia Chiuri's new design twists on old classics such as Dior's Bar Jacket and Lady Dior handbag, the brand has released a new video full of curious characters and memorizing movement.

The collection's throughline lies in an advanced, full-length body suit with glow-in-the-dark piping.

The piece, which opened Dior's corresponding runway show and is featured on a dancer who moves fluidly to the sound of emotionally arresting sonics in nearly every frame of the new campaign video, is emblematic of the contemporary allure of Ms. Chiuri's work. In the video, the dancer is cast among a set of standing models who showcase forward-looking collection pieces.

"By limiting the use of color, Dior amplifies the importance of design and the references to its iconic silhouette, the New Look," Ms. Driscoll said.



Sprinkled across the video are silhouettes new to the season, which include items like the Essential Tote Bag and the Caro Box Bag. On the apparel front, innovation is the primary tenant, while classic patterns like houndstooth prove their staying power.

Perhaps the most prominent accessory update is applied to the iconic Lady Dior. A Lady D-Joy reinterpretation features a wider body and shorter height, in the same lambskin fabrication.

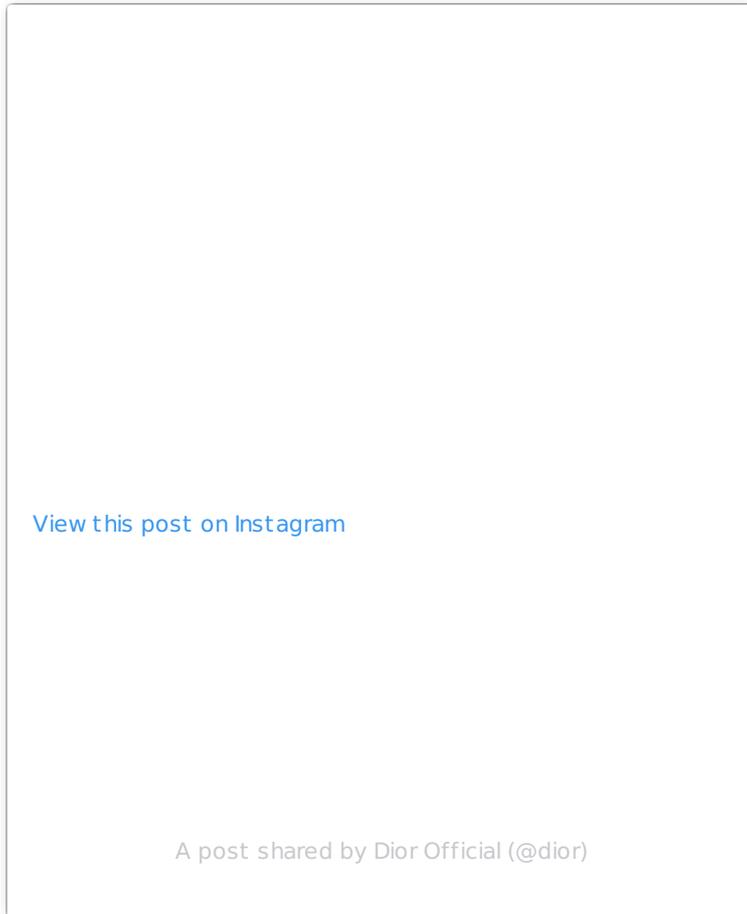
"The cabinet of Dior Curiosities (the fashions, handbags, shoes and futuristic gloves) are elevated in the shadowboxes to objets d'art and covetable as such," she said.

Overall, the imagery depicts values such as power, strength and passion in a campaign that links Dior's before, during, and after.

"In a mostly static video, the dancer and the music further underscore a feminine perspective of the collection."

Branded B-T-S

Further behind-the-scenes content now live on Dior's social feed shows the collection coming together at the hands of Dior's couturiers.



Similar approaches have been exhibited by brands big on craftsmanship. Couture house Alaa celebrated its atelier heritage for fall/winter 2022 with behind-the-scenes content, which provided an up close and personal view of the high-level luxury behind the label ([see story](#)).

Italian fashion house Miu Miu's "Character Story" fall/winter 2022 campaign follows a similar structure ([see story](#)).

"Luxury branding navigates huge spans of time, in a surreal fashion, and drive engagement and demand," Ms. Driscoll said.

"This campaign reminds one of how truly ahead of his time or timeless Christian Dior's creations were."