

APPAREL AND ACCESSORIES

Dior deepens connection to classics with 7th edition Lady Dior Art' revamp

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Dior captures its classic handbag through the lens of select artists' contemporary contributions. Image credit: Dior

By AMIRAH KEATON

French fashion house Dior is back with fresh content and a new crop of creatives for the 7th edition "Lady Dior Art" collaborative series.

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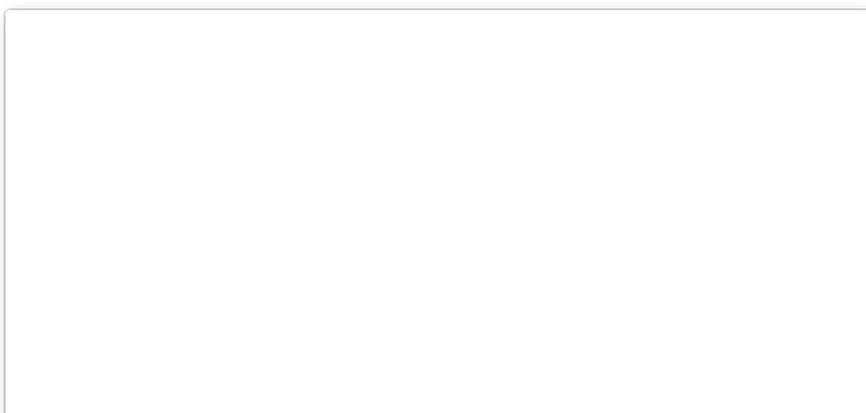
In new video snippets, the brand turns the spotlight on a number of individual innovators. Meanwhile, season two of the "Dior Lady Art Podcast," now live, includes the full cohort.

Artistic interpretation

Feminist artist Ghada Amer and contemporary talent Sara Cwynar, who craft pieces each their own, are prominently featured in the brand's first two digital releases.

While one utilizes the opportunity for an empowering bodily reappropriation, the other takes a freeing mixed-medium approach for Dior's latest.

For the house, Ms. Amer produces two bags one of leather and one born of a handwoven tapestry. She utilizes an embroidery technique, applying precious stones and gems to a bag displaying a patchwork motif similar to her separate works of art.



[View this post on Instagram](#)

A post shared by Dior Official (@dior)

Ms. Amer explains that her creations are intended to mirror a career that has integrated language as a means of expression.

"My work is all about women," she shares.

"Women's bodies, women's rights," the artist concludes.

The custom Lady Diors' interiors tout vibrant shades. G.H.A.D.A charms dangle from the handbag's handle, integrated in lieu of the signature D.I.O.R. letters.



Ms. Cwynar raises her two Lady Dior creations. Image credit: Dior

Ms. Cwynar, on the other hand, operates in a version of abstraction that requires measured interpretation. For her piece, she presents a puzzle of sorts an exercise of the mind awaits viewers.

"The Lady Dior Bag is a symbol or an icon," Ms. Cwynar starts.

"I wanted to remake it out of images that are also symbols and icons."

Her handbags, both quilted varieties one arrives in a firetruck red, while the other takes a bright yellow tone are adorned with images sourced from museum archives and history books.

Used as part of an eye-catching exterior, items featured across the face of the red Lady Dior's assortment are 3D-printed.

The yellow bag's items are packed into a PVC overlay the material covers and protects items centering each of the purse's squares.

A post associated with the project to be found on the artist's own social page fronts a simple caption.

It humbly reads: "I made a bag for @dior."

Dior's seventh heaven

The Dior Lady Art project was first introduced in 2016 ([see story](#)).

Last year, the initiative hosted 11 artists ([see story](#)) for the activation, whereas, exclusive of those listed above, members of this year's clique include Shara Hughes; Brian Calvin; Wang Yuyang; Minjung Kim; Franoise Ptrovitch.



Mr. Gardner, who goes by the nickname "Art Poser," showcases a Lady Dior reflective of a hyperspecific point of view. The artist often applies a grayscale tint to his works, and this execution is no exception. Image credit: Dior

The project aids in bringing the bag into a modern context with varying purse sizes and an intergenerational cast of artists, there is something for every Dior fan.

Earlier this fall, French fashion label Louis Vuitton demonstrated the power of dialogue between artist and artisan with its own original handbag approach.

"Artycapucines," the brand's iterative initiative, pairs notable artists with house artisans to create concepts that transform its namesake offering in 1854, the house's originator himself debuted his first store on Paris' Rue Neuve-des-Capucines. For the fourth year in a row, Louis Vuitton debuted six international artists and nine reconstructed handbag renditions under one shared purpose ([see story](#)).

Both projects offer their respective clientele perhaps the most basic, but truest, commercial tenant: the luxury of choice.