

ARTS AND ENTERTAINMENT

Dior adapts global exhibition, highlights cultural ties to Tokyo

December 27, 2022



Though the exhibition has had successful runs worldwide, nearly half of this latest iteration in Tokyo is unique. Image credit: Dior

By MARYBETH CONNAUGHTON

French fashion house Dior is naming the Japanese capital home to a new fashion retrospective, marking the exhibition's seventh stop on an art-filled global tour.

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Though the presentation has had successful runs worldwide, nearly half of this latest iteration in Tokyo is unique. New rooms, displays and documents showcase the special relationship that the maison's founder and his eponymous house continue to share with Japan.

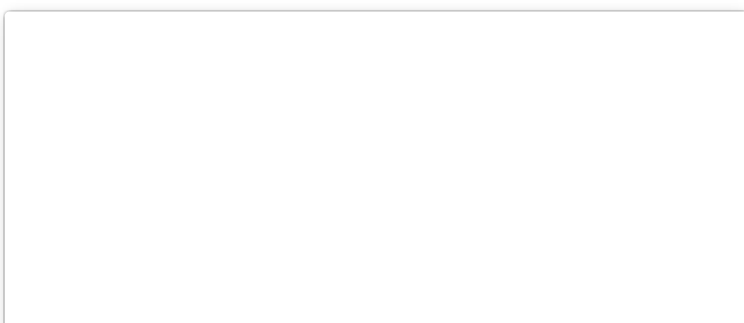
Shining a light on history

"Christian Dior: Designer of Dreams" debuted at the Museum of Contemporary Art Tokyo on Dec. 21.

Following its most recent stationing at the Muse des Arts Dcoratifs in Paris stops in London, Paris, New York and Doha predate the aforementioned one the brand is celebrating its close ties with Japan with fresh updates to an exciting exhibit.

While on view at the Brooklyn Museum of Art, the exhibition explored Dior's relationship to American culture. Now in Tokyo, this massive, multiroom display does the same for Japan.

New behind-the-scenes content shows the roaming wonder landing with much praise among the country's celebrity circles.



[View this post on Instagram](#)

A post shared by Dior Official (@dior)

Therein, the cultural tribute is toured and explored by several of Japan's biggest stars who attended the opening of the exhibition, including American actress Kiko Mizuhara, Japanese actress and singer Ko Shibasaki and Japanese actress and singer Miki Nakatani.

"Of all the exhibitions I've seen, this was the best by far," one guest shares.

"The exhibition sparkles and brings a lot of emotion," states another.

A step-and-repeat and carpet combination captures famous faces, as those featured throughout the digital drop don house formalwear.

Further into the video, a model spots a look she wore on the runway in 2007. An actress speaks of her attendance at Cannes Film Festival in one of the dresses on display, citing the confidence it gave her on the carpet.

Craftsmanship and culture also rose to the top of star-studded commentary.

Inside are kimono-like gowns by designers such as Britain's John Galiano and Dior's creative director Maria Grazia Chiuri. Several of the dresses are patterned with the country's famous cherry blossoms.

One of its rooms is designed to resemble a traditional Japanese lantern, spreading translucent paper across its curved interior. Another, also unique to this incarnation, is "The Dior Ball," a space that recalls the upper echelon of society in which Dior has nestled comfortably for more than 70 years, one that mimics the steps of an ancient Japanese temple.



Lanterns are featured throughout the exhibition, many of which take inspiration from popular Dior patterns and pieces. Image credit: Dior

The room forms two stories of cubicles that display a number of gowns, reminiscent of the way that dolls are displayed on "Hinamatsuri," a religious holiday in Japan.

"Miss Dior's Garden" titles an artful corner of the presentation filled with paper plants created by Japanese singer Ayumi Shibata. The mirrored floors spark visions of a Japanese garden.

As far as strategy is concerned, the Japanese market is among Dior's top five in the world. The brand clearly continues to expand its reach throughout the region.

Engaging its most influential figures for a night of artistic connection is a wise move on behalf of the brand, as it

works to enhance global affinity.

"There's such a variety of culture to be felt here," offers one of these very attendees.

"I enjoyed understanding the house at a deeper level."

Home and Away

According to the brand, its founder was the first luxury couturier to visit Japan its photos, sketches and souvenirs document this history.

A linchpin feature of the exhibition is its final section, "Dior Around the World," which shows the various cultures that inspired and informed the designer's work.



This exhibition pays homage to its host country as much as it does the designer. Image Credit: Yuriko Takagi

As for the exhibition itself, though, historian of fashion and art Florence Mller is responsible for overall curation. Japanese architect Shohei Shigematsu acted as a scenographer for the exhibition.

Others who helped bring the artful activation to life are featured across a digital brand series in which the LVMH-owned French fashion house gives consumers a glimpse of how the feat came together ([see story](#)).

Supporting activations continue to highlight heritage last month, London's storied department store Harrods debuted "The Fabulous World of Dior," a holiday pop-up recreated, in miniature, a tour through the major personal and professional landmarks of Mr. Dior's life.

The exhibition decorated the store's faade and 44 of its windows, mirroring a gingerbread house. The exhibition is on display through Jan. 3 ([see story](#)).

"Designer of Dreams" will remain on display at the Museum of Contemporary Art Tokyo through May 28, 2023.

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