

APPAREL AND ACCESSORIES

Crew reinvents house classics in latest Baby Dior campaign

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French fashion house Dior is giving its luxury childrenswear line, Baby Dior, a boost. Image credit: Dior

By MARYBETH CONNAUGHTON

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As seasonal shifts bring with them the promise of revival, and what is old becomes new again, Baby Dior's spring 2023 campaign features young ones inventing and reinventing the world around them using some of the house's most recognizable materials and motifs. Sporting the brand's polished casualwear styles, artistic director Cordelia de Castellane invites all hands on deck for a childrenswear excerpt with a classic tint.

What is old is new again

A recent film release titled "Upcycling Dior Beauty Box" puts a group of children on an upcycling mission, supplying its cast with some of the house's holiday materials.

In the first few seconds of Dior's latest, a group of five march forth with festive blue-and-gold boxes emblazoned in celestial iconography, in a nod to Monsieur Christian Dior's obsession with astrology in tow.

"Look at all the gifts we brought along," exclaims one child, setting the clip's tone, in French.

"We got them from under the Christmas tree," shouts another.

"Wouldn't it be cool if we could make something with them?" suggests a third amid the trio of voices. Shortly thereafter, the eco-friendly idea begins its spread.

Children reinvent Dior's dream boxes in a playful new video.

Carrying Dior gift boxes and bags, the kids take their places at a craft table replete with art supplies: scissors, glue, markers and even a protractor sprawl out in front of this clique. They decide to make musical instruments out of the brand's paper "stuffs" the apparatuses will play a key role in a newly-form band.

The children chat back and forth, their words bouncing upon the screen in captioned translations as one child poses an important question.

"Don't you have to be good at DIY to make instruments?" he says. A friend kindly rejects the notion, employing a casual reminder that creativity does not require absolute expertise.

"We can just take some cardboard, some ribbons, et voil!" says one child, in French.

Deconstructing the midnight-blue and gold paper, a guitar, keyboard, cymbals and a microphone form in front of viewers. The group also fashion a few pairs of glasses.

"It is beautiful!" says one child.

Beneath the video's post, Dior encourages viewers not to throw things away if the items can be used in some other way.

Tiny worlds

While Dior's first selection strategically ties its spring 2023 Baby Dior collection to the holiday, another delivery is more editorial in nature.

The snippet cleverly involves a separate crew of kids in the construction of their own photo shoot set. A white wall lay bare at the video's beginning slowly but surely, its cast pulls together a decorative presentation, one that honors the house's heritage.

Wearing a mid-length A-line skirt and sparkling silver high-top sneakers, one campaign star hangs a giant gold star in the center of the structure.

The gold star became founder Christian Dior's ultimate lucky charm when, early on in the couturier's career, he happened upon a similarly-shaped metal object spotted in the street, interpreting the sign as a signal of guidance and good luck ([see story](#)).

The background of the set is painted in Dior's "Reve d'infini " pattern. Created by Italian artist Pietro Ruffo the friend of the house is the designer behind Dior's gilded-gold constellations displayed over a deep navy, originating from the house's 2022 holiday effort ([see story](#)) the textile includes this star as well as a world map and other flowers of importance to the brand's origins.

The pattern appears across many items of Dior Maison's division, where Ms. de Castellane is also the artistic director.

Throughout the selection shot by Spanish photographer Juliette Cassidy, Dior Baby's ambassadors continue to decorate the set with symbolic props such as string lights, oversized flowers and hummingbird sculptures painted in blue and gold.

[View this post on Instagram](#)

A post shared by Dior Official (@dior)

One model wears moon gray cotton twill and jacquard pants topped with an ivory cotton jersey featuring a silvertone "Toile de Jouy" print. Another dons a button-down poplin shirt with the house's "CD" motif centered in front.

Other cast members sport shimmering tulle dresses, many of which are featured in the collection, amid the digital take. Resting on a chair at one point in its plot is a pair of faux fur ear muffs, in an ivory gradient.

Childrenswear styles appear to allow the young models' free movement, with designs that still fall in line with the umbrella label's refined aesthetic.

At the end of the video, the Dior Baby squad team up one last time, holding hands to take their final bow of the season.

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