

APPAREL AND ACCESSORIES

Dior deepens club ties, debuts new content featuring Paris Saint-Germain players

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The French fashion house makes PSG players into muses, who model menswear looks in a new campaign promoting the partnership. Image credit: Dior

By AMIRAH KEATON

French fashion house Dior is outfitting athletes in custom wear, having captured the magic for a new campaign.

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After announcing a partnership with PSG in which the luxury label now operates as the team's official formalwear tailor, Dior is making muses of its players, who model menswear looks in a new campaign. The brand's seniormost menswear creative, Kim Jones, heads the effort.

"What drives success for brands today is being unexpected, being authentic and telling a good story, and the Dior partnership does all three of these things really well," said Allen Adamson, cofounder and managing partner at [Metaforce](#), New York.

Mr. Adamson is not affiliated with Dior, but agreed to comment as an industry expert.

PSG x Dior

Its latest sports-star feature prominent across social media, Dior's current campaign update is doing numbers.

For comparable context, the most-liked static post associated with a celebrity effort for the brand's beauty arm, where British American actress and Dior ambassador Anya Taylor-Joy fronts assets promoting the leopard-spotted, limited-edition "Mitzah" collection ([see story](#)), holds 68,700 likes and 165 comments.

Thus far, Dior's highest-liked PSG campaign post French soccer player Kylian Mbapp fronts the carousel exclusive has garnered 443,000 likes and 2,552 in just 24 hours, at time of publish.



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A post shared by Dior Official (@dior)

Dior's most recent contribution marks a continued celebrity effort, the origins of which went into effect a few years prior.

In September 2021, the house shared news of the novel partnership Mr. Jones, Dior's artistic director of men's collections, would design formalwear looks for the team for the next two seasons, as Dior onboarded into an unprecedented role as the official tailor to the Paris Saint-Germain football team. Video from the partnership's onset captured player fittings and initial rounds of feedback ([see story](#)).

An excerpt from "The Paris Saint-Germain get dressed up in Dior"

Now, Dior is making good on its promise with a drop showcasing the collaboration's sartorial results. A fresh round of content launches viewers into the world of two "prominent Parisian establishments," as Dior puts it.

As the men are fitted in an assortment of custom formal and casual pieces, the alignment between an ethos of perfection, one that fuels both brands, becomes quite clear.

Ranging in style from suits in custom shades to a Harrington jacket and polo shirt, PSG players indeed get dressed up in Dior. Campaign creative is a testament to the house's exceptional suiting abilities, which tout the line between luxury and lifestyle with ease, in custom looks designed to meet each player's unique needs.

Of the update, imagery is new, while the brand has resurfaced a shorter excerpt, taken from previously-released original footage of player fittings, via the Dior YouTube channel.

Clips aside, a litany of novel images are set in-studio, as well as amid PSG's natural habitat, both on the field and around the stadium.

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A post shared by Dior Official (@dior)

A novel emblem, reading "Paris Saint-Germain," "Dior" and "official tailor" cap each carousel post on Instagram in particular.

Further detail is to be found in an embroidered insignia addition. "Paris Saint-Germain" patch and the house's classic "CD icon" initials now mark the sleeves of the team's pieces, custom in more ways than one.

"The story is good," Mr. Adamson said.

"Seeing them come in looking a little 'shlubby', as many young athletes do, and watching the transformation as they go from sweats and T-shirts to panache with a classic tailor making it fit, making them look different, because dressing up today is different everyone is dressing down and getting these guys to look so formal, is a great story," he said. "Having the team get a little snazzier in a sophisticated look."

"Not [engaging] one star one [sole] spokesperson but a team, is also a little bit unexpected."

Honing in on homme

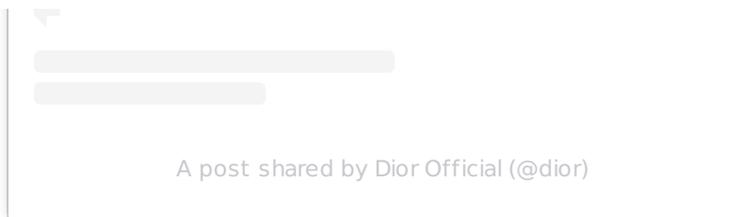
Throughout the last few years, Dior has made a concerted effort to highlight not only a high bar for womenswear but an ability to cater to the men's demographic just as effectively.

Most recently, whether it be via a highly-visible, ongoing partnership with American actor Robert Pattinson ([see story](#)), or carrying themes through to the commerce side, opening the doors to debuting standalone men's boutiques over time ([see story](#)).

Executions like those exercised in, say, Egypt, per Dior's most recent fall/winter 2023 menswear presentation, a co-designed collection a recent collaboration between Mr. Jones and Denim Tears founder and Supreme creative director Tremaine Emory shows stand as marketing exercises in their own right ([see story](#)) have also proven important.



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These elements ring true all the way down to fragrance campaigns, for Dior's popular olfactory offerings for men.

Mr. Mbapp himself starred in a related marketing round last year ([see story](#)), preceded by Dior's "Into the Ring" film series, which featured NYC-based model and creative Tanner Reese who played a central part in one video asset, while Algerian model Younes Bendjima starred in another ([see story](#)).

Both were tapped in favor of the brand's Dior Homme Sport fragrance.

Dior's top-performing menswear picks appear to have a shared love of sports in common. The strategic throughline appears to be faring the brand particularly well ([see story](#)).

"Having sports celebrities do fashion and apparel is not new, most of them do casualwear sweaters, sneakers, casual attire," Mr. Adamson said.

"This is an authentic way to do it," he said. "This is not an individual star clearly shilling a fashion brand."

"[Dior's campaign shows] the whole team getting dressed up."

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