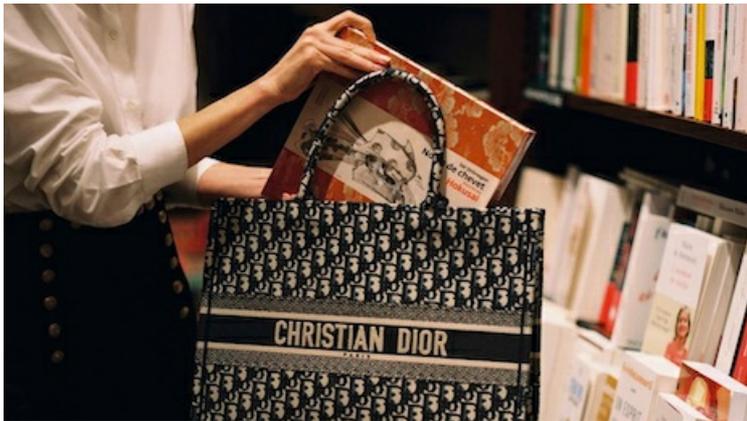


APPAREL AND ACCESSORIES

Dior joins luxury ranks in promoting good reads with Book Tote Club'

February 8, 2023



Emblematic of excellence in modern design, with standout sales to match, Dior's Book Tote anchors a new literary-minded discussion. Image credit: Dior

By AMIRAH KEATON

French fashion house Dior's Book Tote is to Maria Grazia Chiuri's tenure what the Luggage Bag was to Phoebe Philo's at Celine, or what the Balenciaga City meant to Nicolas Ghesquire's respective reign, and so on.

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Emblematic of excellence in modern design, with standout sales to match, the accessory anchors a new literary-minded exercise. French-Italian actress Nine d'Urso joins in for the first episode of "Book Tote Club," routing audiences to Paris' legendary Librairie Galignani for a session regarding the gift of recommended reads, in an ultimate show of appreciation for Dior's staple silhouette.

"Heritage is [essential to the conversation of] long-standing couture brands that emerged at a time where the ultimate in creation was taking place," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York.

"The original [designers] were putting ideas together when there truly was not a playbook to illustrate a path forward, there was no point of reference and yet, they created the beginnings of what it means to be a brand, to have a following, to create elements that become themes," Ms. Smith said. "Bookstores weave ideas together and become the fabric of our philosophies – they linger in our minds just like silhouettes, accessories and distinct patterns.

"Dior's Book Tote embraces tradition and is built on it as well."

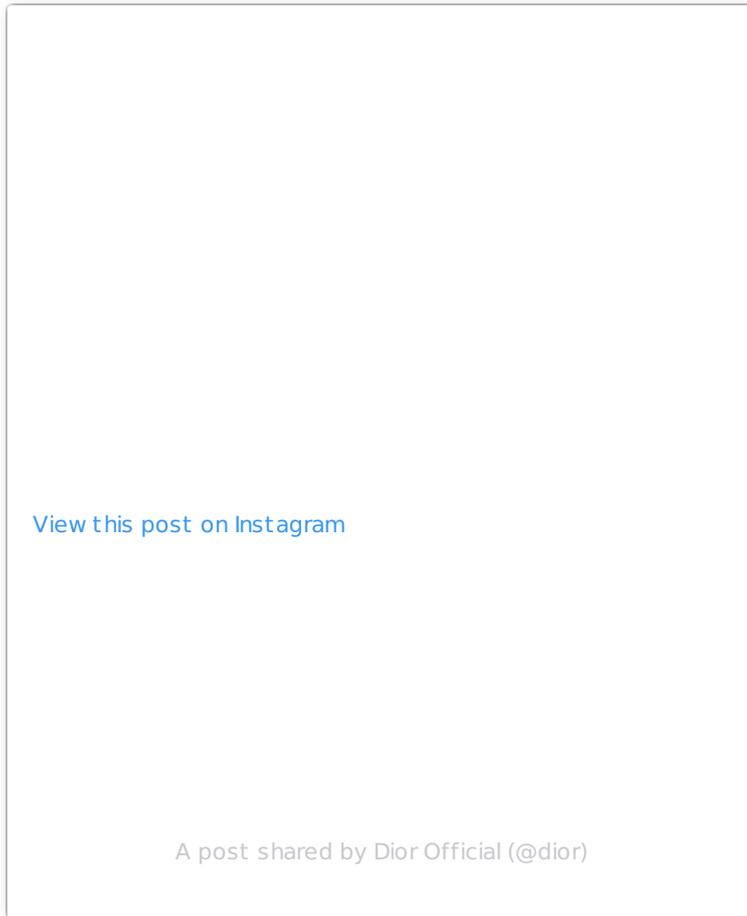
Ms. Smith is not affiliated with Dior, but agreed to comment as an industry expert.

Dior Book Tote discussions

Librairie Galignani's cachet hails from its establishment as the first English bookstore established on the European continent.

The shop has run for exactly 222 years now, since its 1801 start. Thus, Dior's latest launch, the "Book Tote Club," is steeped in just as much heritage as the luxury entity as the luxury brand itself.

Ms. d'Urso leads the literary operation in a new video.



"Welcome to my Book Tote Club!" touts the talent, "en français."

"Today we are at Galignani," Ms. D'Urso says. "My favorite bookshop."

"Let us go in!"

Inside, amid rows of great literary works, the actress shares her favorites, naming "Le Condamn Mort," or "The Man Sentenced to Death" by French novelist Jean Ganet and "Americanah" by Nigerian writer Chimamanda Adichie upfront.

The former a love story and the latter a cross-cultural immersion, Ms. D'Urso expresses her affinity for the books before burying both in her very own oblique-covered Dior Book Tote in the moments to follow.

Among other titles raised are those of Japanese author Sei Shnagon "The Pillow Book" exposes Ms. D'Urso's passion for cartography and Italy's Curzio Malaparte nonfiction excerpts grace the pages of "La Peau," a more serious wartime volume. The selection sees Dior's star diversifying genres.

The bookworm explains the plots of respective works with the ease of an authentic fan. Her picks, global in scope, render her recommendations resonate, regardless of the viewer's region of origin.

"In my Book Tote they go," she concludes, in the film's final frame.

"Bye!"

Writer's block beware

The French fashion house's signature silhouette is rooted in an archived drawing by Marc Bohan from 1967. Revived by Ms. Chiuri and debuted as part of the creative's spring/summer 2018 presentation, the handbag has gone on to become one of Dior's bestsellers – thus, the LVMH darling strikes again in a dedicated campaign.

With an Arnault leadership update coming to the house's helm ([see story](#)), new accessories are bound to arrive soon, one of which graces the likeness of an author mentioned in the campaign at hand.

Ms. Adichie takes to the stage in promotion of the renewed iteration of a coveted classic. Therein, Dior's Lady 95.22 is cast in an intellectual light, as the author makes a compelling case for the classic ([see story](#)).

Chimamanda Adichie stars in the Lady 95.22 Handbag presentation

Ms. Adichie's feminist perspective is said to have inspired the current creative director's first collection, making the collaboration especially befitting for the bookie and muse.

In this way, Dior's latest campaign marks a full-circle moment.

"Identity is core to Chimamanda Adichie's themes that are raised in *Americanah* and is woven throughout her book whether you're looking at race, geography, time and place as well as coming back home again and seeing it through another lens," *Altheisure's* Ms. Smith said.

"When you think about taking the helm of an iconic fashion house as the first woman to do so there, [Ms. Chiuri] is juggling the identity of the house, how it can be seen through other lenses and always making sure that there is a fresh take," she said. "She also feels the responsibility of representation and the ability to do this as a woman and to ensure that she leaves spaces where others can follow in her footsteps."

"I can see how reading the novel impacted and inspired her to do the same and to find ways to also leave an imprint of her identity on the house as well to amplify the brand and to drive awareness."

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