

APPAREL AND ACCESSORIES

Dior creates ceremonial window displays from scratch, with scraps, for upcycled exhibition

March 13, 2023



The use of leftover materials from each division of the maison grounds the seasonal lift, which celebrates one year since the reopening of the brand's Montaigne Avenue boutique. Image credit: Dior

By AMIRAH KEATON

French fashion house Dior is calling attention to a milestone, as a series of sustainably-minded installations unfold.

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The use of leftover materials from each division of the maison grounds a novel seasonal lift, taking place at Dior's flagship in celebration of one year since its reopening. The moment in time proves cause for craftiness in behind-the-scenes footage, wherein the upcycled process behind the house's spring refresh is captured.

Retail refresh

In March of 2022, Dior unlocked the doors of 30 Avenue Montaigne in Paris following an extensive restoration and renovation process. The brand's undertaking resulted in an almost entirely new space.

Designed by famed American architect Peter Marino, the engaging layout includes a store space, plus a gallery, restaurant and private apartment-style living quarters.

Today, creative directors from each corner of the company lend materials to another closely-associated cause, as a series of new window displays at the brand's boutique are created in honor of a retail anniversary.

All atelier hands are on deck in newly-released digital content.

Go behind the scenes with the ateliers to see how the fantastical décor of the new **#Dior30Montaigne** displays came to life. The team created an enchanted forest using upcycled scraps after being inspired by an archival image from 1973 of an owl made from different materials. pic.twitter.com/bdVjwdSFLV

Dior (@Dior) **March 10, 2023**

The public-facing artistic arrangement works to attract passersby, while interior elements reflect the enchanted forest-themed affair.

"For us, it was important to mark the anniversary of the 30 Montaigne boutique with a bold dcor," says the Dior team member, kicking off the video.

"We worked with what was available, using fabric and leather scraps as well as metal parts used in the bags."

As the expert explains in French, items for the display were sourced from Dior's factories and workshops.

"We went knocking on all doors," she says.

The wonderment of [#Dior30Montaigne](#) extends to the majestic interiors of the boutique. Indulge in this picturesque landscape where the latest designs exude the floral fantasies of springtime now <https://t.co/qYqWRn6dtO>.

Kristen Pelou pic.twitter.com/HT7sbJ8Enj

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The asset goes on to illuminate the reference from which the concept originates.

"The starting point of the project was an image from our archives, featuring an owl made of fabric and metallic parts that was created in 1973," she says.

"We set out to create an enchanted forest with all these wonderful little characters who interact with one another."

As a worker narrates in French, speaking to the ability of his peers to bring each animal alive, individuals are pictured hard at work.

The [#DiorMenSummer](#) 2023 collection by Kim Jones is on display at [#Dior30Montaigne](#) with a surrounding of bucolic adornments. Complementing the essence of the pieces are individually created flowers and plants as an ode to Monsieur Dior's gardens.

Kristen Pelou pic.twitter.com/CX2zbXBvWF

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One wears a thimble as he manipulates shredded Oblique canvas, an instantly-recognizable Dior emblem, one that can be observed upon various surfaces throughout the installation. Another maneuvers the setup via a pair of scissors, carving the outline of what appears to be a floral arrangement.

Framing product contributions from men's and women's ready-to-wear, home dcor, high jewelry and more are 100 handcrafted butterflies and 180 bees, positioned alongside other charming flora and fauna.

The magnificent jewels designed by Victoire de Castellane for [#DiorJoaillerie](#) glitter from the windows of [#Dior30Montaigne](#) with their complementary floral arrangements. Amid the colorful upcycled designs, the jewels appear to be plucked from a sprawling paradise

Kristen Pelou pic.twitter.com/uB8C6IkYjd

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Final stills of the retail location's new decorations highlight the flagship's evolution, one adjacent to an overarching change of season.

On view until the start of May, Dior's shopping upgrade elevates the activity's very nature, going a step above pure function to provide a true experiential excursion.

Journey through time

Dior's larger-than-life exercise leans into the house's heritage, arriving laden with motifs that define the house. The conscious creative treatment is preceded by similar marketing statements.

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.

A film release titled "Upcycling Dior Beauty Box" puts a group of children on an upcycling mission, supplying its cast with packaging and other holiday materials which are quickly transformed ([see story](#)).

Home furnishings in particular have had a place at Dior's Avenue Montaigne store in Paris since its opening.

To celebrate the 1 year anniversary of the [#Dior30Montaigne](#) reopening, the House has created dreamy windows imbued with the effervescent spirit of springtime. Discover the bucolic designs and fairy-tale dcor <https://t.co/qYqWRn6dtO>.

Kristen Pelou pic.twitter.com/wfOhasO6L5

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The first limited-edition line for Dior Home went live on-site in 2017, conversely limiting availability to the brand's London location, in collaboration with a lineup of artists and designers, including Mr. Marino ([see story](#)).

Like many aspects of his namesake label, 30 Avenue Montaigne has itself become an icon. Sure of the appeal of the city location, Monsieur Dior reportedly stated that "it had to be 30 Avenue Montaigne" before signing.

"I was going to settle here and nowhere else," he said, according to the brand.

Today's team carries the founder's vision into the now.

An impressive feat, Dior's window display and video bring sustainability into the season, incorporating modern aspects of design through the use of tools such as deadstock fabric and leftover trims. In the midst, each of the brand's verticals manages to shine equally.