

APPAREL AND ACCESSORIES

Dior brings archival print up to date in digital release

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New content traces Monsieur Dior's "Plan de Paris" map sketches through time, as cutting-edge technologies aid in the production of the updated pattern. Image credit: Christian Dior

By AMIRAH KEATON

French fashion house Dior is injecting modernity into a measured motif centered on the "City of Lights."

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Originating from the desk of Monsieur Dior himself, the brand's spring/summer 2023 collection prominently features a refurbished version of the archived print. New content traces Monsieur Dior's "Plan de Paris" map sketches through time, as cutting-edge technologies aid in the production of the updated pattern.

Book Tote blueprint

Techniques including virtuoso 3D embroidery and double-faced digital printing enable the transposition of a treasured emblem on the brand's Book Tote amid Dior's latest digital feature.

Alongside creative director Maria Grazia Chiuri, the atelier invites audiences in on how "Plan de Paris" came to be, and what use the house is making of the blueprint in current times.

"The collection was created using a map from the 18th century," says Ms. Chiuri, in the video.

One archival creation meets another in Dior's latest digital release

"This map of Paris, I found in the archive on a silk scarf, highlighting the position of the Christian Dior boutique."

Indeed, the motif was sparked by a 1950s Christian Dior design, intended to invite kindred minds to explore the sacred connections and locations that unite Dior and the French capital, according to the brand.

Now, one archival creation meets another, as symbolic imagery is applied to the tried-and-true accessory.

Celebrate the streets of the French capital with the Plan de Paris collection by [#DiorMaison](#), which echoes the [#DiorSS23](#) by Maria Grazia Chiuri. Tap on the cards to discover new objects of desire from decorative cushions to refined placemats, charming notebooks and more.

Dior (@Dior) **March 28, 2023**

The brainchild of Dior's artistic lead, the Book Tote has quickly become a luxury staple since the handbag's introduction in 2018.

In a spirit similar to the task at hand, the status symbol was inspired by the drawings of French fashion designer Marc Bohan, who stuck with the maison for nearly 30 years, from 1961 to 1989.

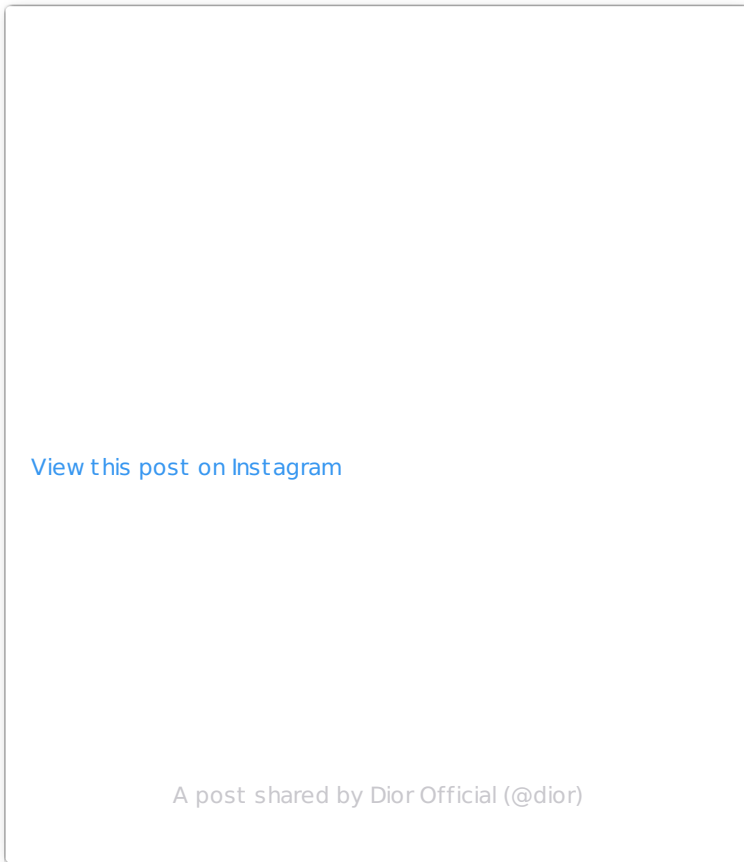
Speaking in Italian, the video's narrator reveals that the bag is the only one made entirely from embroidery, as one silhouette model is pieced together by an artisan in front of the audience's eyes.

"The techniques used to make the Book Tote [are] rather revolutionary," says Ms. Chiuri.

"Using certain computer programs, we can create unique pieces."

French capital

The maison's "Plan de Paris" invention can also be observed upon a range of options for the upcoming season.



In a move that makes for cohesion across verticals, the brand has chosen to extend the precious pattern across ready-to-wear selections ([see story](#)) and home decor items ([see story](#)).

With a level of detail this precise, applied across the board, it is no wonder that Dior's creative director began her journey as an accessories designer.

"Creating the Book Tote was a dream come true because bags have always been my great passion," says Ms. Chiuri.