

APPAREL AND ACCESSORIES

Dior releases marine-friendly beachwear capsule

May 30, 2023



*Using fabrics and yarns manufactured from upcycled ocean plastics, 96 percent of the newest Dior release is made with recycled materials.
Image credit: Dior*

By EMILY IRIS DEGN

French fashion house **Dior** is hitting the coast with its latest men's drop.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

For the second time around, the maison has partnered with environmental organization Parley for the Oceans on the release of a beachwear capsule, which comes complete with a wet suit and surfboard. Using fabrics and yarns manufactured from upcycled ocean plastics, 96 percent of the collection is made with recycled materials, showcasing the possibilities of sea-friendly luxury.

"With the latest science highlighting the dire urgency of action, we need transformational change in every sector of society to end the rapidly unfolding impacts on both humans and nature and protect our future on this magical blue planet," said Cyrill Gutsch, founder of **Parley for the Oceans**, in a statement.

"Creating this collection with Dior is a call for the fashion industry to revolutionize its production methods."

Sustainable surf

The new beachwear capsule, available online and in-boutique, was brought to life by Dior artistic director Kim Jones, who put Parley's Ocean Plastic offerings to use, in favor of the environment.

The patented technology gives intercepted ocean debris, such as fishing nets collected by volunteers and those affiliated with the organization, a new life.

Upon sorting sea pollutants, scientists upcycle them into design items that can be passed along to fashion, sports and luxury names alike.

Surf's up!

Discover our eco-innovative **#DiorParley** Beach Capsule, featuring a wet suit and surfboard <https://t.co/lHzlpyHFgJ>. Designed by Kim Jones in collaboration with **@ParleyForOceans**, the

sustainable line was inspired by the deep ties that unite Dior with nature.

pic.twitter.com/4iukRQhi55

Dior (@Dior) [May 29, 2023](#)

Dior has been jointly working on research alongside the organization to create the textile since 2019. Now, Ocean Plastic has been reworked into mesh knits and technical canvases, each apt for coastal adventures.

The capsule was informed by founder Christian Dior's passion for the natural world, including his love of the sea, fostered thanks in large part to a childhood spent in proximity to the English Channel waterway.

Experts walk viewers through capsule creations in a new video

Included in the collection are poplin pants, sweaters, jackets and polo shirts. "B23" sneakers feature biobased soles, while a surfboard from fair-use French producer Notox Surf the provider creates recycled performance surfboards from sustainable materials such as flax and bio-epoxy serves intermediate to advanced riders.

Additionally, Dior tapped Vissla Surf to craft two small-batch wet suit offerings, one of which prominently employs the brand's "CD Diamond" motif. The suits are handmade in Japan using eco-responsible fabrics.

All items are easily packable, contemporary in style and able to be mix-and-matched for optimum wearability, extending Dior's green offerings and pushing the maison further into the realm of eco-luxury.

[View this post on Instagram](#)

A post shared by Dior Official (@dior)

The "Parley X10" program, which funds the creation of materials that can replace plastic on a long-term basis and, among other things, allows Parley for the Oceans to intercept the equivalent of 10 times each product's plastic and carbon footprint in nature, is supported with every product sold.

A favorite of luxury brands, Parley for the Oceans has also worked with the likes of British fashion house Stella McCartney, known for its sustainable approach ([see story](#)).