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Dior uplifts summer capsule with global pop-up series

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Harkening back to the late Christian Dior's childhood in the French Riviera, "Dioriviera" marks the launch of a summertime capsule. Image credit: Dior

By LUXURY DAILY NEWS SERVICE

French fashion house **Dior** is testing out a trending retail concept.

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The maison will open a number of pop-up locations this summer. "Dioriviera," inspired by the region of Provence in the French Riviera, harkens back to the late Christian Dior's childhood while simultaneously launching a summertime capsule.

Summer vibes

Dioriviera stores will appear to be sculpted out of beach sand, with sculptures of animals highlighting the decor of the marketplaces.

As pop-ups are hitting Beverly Hills, Saint-Tropez, Bali, Seoul, Phuket, Kyoto and Capri, among other unannounced locales, the fashion staple captures a global audience with the capsule's immersive showcase.



Interiors of Dioriviera pop-ups showcase the beach design while spotlighting the pink variant of the capsule's signature print. Image credit: Dior

Tops, bottoms, footwear, lambskin leather handbags, eyewear, swimsuits, jewelry and various accessories all sport distinctive pink, blue and white variations of the signature Dioriviera print. Designed and curated by Maria Grazia Chiuri, the maison's creative director, the drop also includes detailed animal-themed embroidery with floral throughlines.

The capsule will be available in the pop-up locations but is able to be purchased on [Dior.com](https://www.dior.com).

In true summer fashion, the spaces have a note of wanderlust throughout, from the life-sized wild animal sculptures to the many odes to coastal holidays.



The maison has doubled down on swimwear for the summer. Image credit: Dior

Pink beachwear and surfboards complement a recent release, coming fresh off the heels of a separate, marine-friendly capsule.

Just dropped in May, Dior teamed up with ocean conservationists to present a sustainable array of offerings, curated for both fans of luxe fashion and endless surf ([see story](#))

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