

APPAREL AND ACCESSORIES

## ‘Dioriviera’ capsule collection lands at One&Only in Malaysia

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*The partners are presenting an immersive offline concept in honor of the Dioriviera capsule collection launch. Image courtesy of One&Only Resorts/Éric Chow*

By LUXURY DAILY NEWS SERVICE

U.A.E-based hospitality brand One&Only Resorts is playing host to a seasonal pop-up from French fashion house [Dior](#).

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The chain's Malaysian branch presents an immersive offline concept in honor of the Dioriviera capsule collection launch. In an ode to its founding couturier's love for the French Riviera, a themed store and dining experience sees Dior kicking off the summer at One&Only Desaru Coast.

"We cannot be more thrilled to be the resort of choice to host a high-profile lifestyle event of this scale in Desaru and Malaysia," said Jerome Pichon, general manager of [One&Only Desaru Coast](#), in a statement.

"Dior and One&Only are leading icons of exceptional class for our discerning clientele, and we are proud to demonstrate our shared values through this inaugural pop-up experience."

Dior takes to the Desaru Coast

The eight-week run serves as Dior and One&Only's first collaboration in Malaysia.

Between deck chairs, umbrellas, surfboards, table tennis rackets, boules sets and more, guests of the Malaysian ultraluxury all-suite resort can interact with the dusk pink signatures as part of an activation that integrates a French art de vivre flair.



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Designed by the label's creative director Maria Grazia Chiuri, a "toile de Jouy Sauvage" textile variation adorns the lodging location's restaurant interiors, dining areas, sun loungers, cabanas and pools.

On the sales front, a striking retail space set within a larger-than-life sandcastle sits by the ocean.

At Ember Beach Club's Dior Caf, chef Raymond Tham is providing guests with a Mediterranean-inspired menu. The brand partner is the first Malaysian chef to be appointed by Dior to curate culinary offerings for their pop-ups, teaming up with the fashion giant for the second time.

The entire event reached One&Only Desaru Coast in June.



*One&Only Desaru Coast's Dior Caf takeover at the Ember Beach Club. Image courtesy of One&Only Resorts/Eric Chow*

The strategic use of popular industry names to boost a global repositioning exercise is no one-off feat. In April, One&Only Resorts tapped fashion designer Mara Hoffman in a campaign that aptly explored the draw of one-of-a-kind luxuries ([see story](#)).

Today, the Dioriviera exercise continues this effort.

From now through Aug. 6, required reservations for both retail and dining appointments can be placed [here](#).