

APPAREL AND ACCESSORIES

Dior gets rebellious, reimagining 1950s fashion for fall/winter 2023

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For the latest lineup, Maria Grazia Chiuri turns to the famously restrictive styles of midcentury female attire, infusing into them modernity and audacity. Image credit: Dior

By EMILY IRIS DEGN

French fashion house Dior is celebrating the power of independent women from its home soil.

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Set against the sparkling backdrop of Paris, the maison is out with its fall/winter 2023 campaign. The ready-to-wear pieces and their accompanying film reenvision the straightlaced wardrobes of the 1950s with the help of three rebellious female figures spanning generations: Catherine Dior, French singer dith Piaf, and brand ambassador and singer Juliette Armanet.

Second look

Dreamt up by creative director Maria Grazia Chiuri, the latest selection continues her delve into how fashion and women's bodies interact.

For the fall/winter lineup, Ms. Chiuri turns to the famously restrictive styles of midcentury female attire, infusing into them modernity and audacity. In this redrawing of the classic looks, Dior's heritage and the glamor of Paris find their way into it all.

Driving forward this push is Miss Dior herself, the kid sister and closest friend of Christian, the brand's founder.



Multiple outfits include references to Christian Dior's famous "New Look." Image credit: Dior

A force to be reckoned with in her own right, she was a French Resistance fighter during World War II, working with Franco-Polish intelligence. In July 1944, she was arrested and tortured by the Gestapo, then deported to a concentration camp when she refused to cooperate.

Shortly after her reunion with her brother, Mr. Dior decided to go out on his own and create his eponymous brand. His first collection, known famously as the "New Look," debuted in 1947 in a venue scented with the floral Miss Dior perfume, inspired by his sister.

Mr. Dior later left her his estate and named her his company's "moral heir" upon his death, illustrating just how close the pair was.

All of this is honored in the maison's newest collection, with romantic styles from the New Look upgraded with modern touches.

A spirit of independence.

Introducing the [#DiorAW23](#) collection by Maria Grazia Chiuri as captured by Brigitte Niedermair. Witness a global inspiration of feminine rebellion bridged with Dior's elegance, as symbolized by dith Piaf's lyrics. Now available <https://t.co/JjjPXoJ4CJ>.
pic.twitter.com/FSOW9OzkOm

Dior (@Dior) July 22, 2023

Shot by a female photographer, Brigitte Niedermair, the refined meets the graphic and the royal shades of the past contrast with deep black, playing with light and shadow in an embrace of wholeness. Altogether, the brand deems the complex creations "a reinvented version of femininity."

Vintage leopard and houndstooth motifs, crushed fabrics, metallic beads and signature house codes find their way onto coats, long skirts, purses, sweaters and blouses included in the collection. Ms. Piaf's lyrics are also woven into the apparel, her words "I regret nothing at all," appearing in French.

This spirit of independence is acted out by Ms. Armanet, who pays tribute to the famous French song in the collection's campaign film.

Ms. Armanet homages a beloved French song of female independence in the fall/winter 2023 campaign

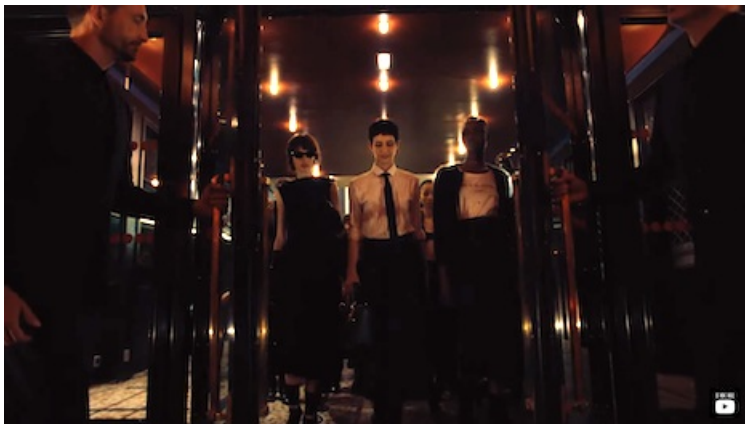
The visuals are captured in Paris at dusk, the twinkling lights and darkened skies seemingly reflections of the color schemes and philosophies expressed by the fall/winter items themselves.

The brand ambassador makes her way to The Olympia Theatre as she sings "Non, je ne regrette rien." Just as Dior reinterpreted historic fashion for today's modern woman, Ms. Armanet brought the song into the 21st century with her own touch.

Shots cut between her enthusiastically playing the piano on a spotlight stage to her walking along the Seine to models pouring into the neon-signed venue, arm-in-arm and dressed head to toe in Dior.

The label's 1950s silhouettes and shapes of yesteryear are not only reoriented for the 2020s but are reevaluated with

those who wear them in mind.



At The Olympia, women pour in to watch Ms. Armanet perform, wearing masculine cuts, modernized 1950s dresses and rebellious lyrics. Image credit: Dior

With female figures responsible for the imagery and clothing themselves, it appears that among the biggest differences between Mr. Dior's New Look pieces and the 2023 versions of them is the element of agency. In this second look, women are not just the inspiration behind the fashion, but are in charge of it themselves this time around.

Timely takes

Dior's fall/winter campaign, though specific to the maison's history, falls in line with other luxury drops that are currently hitting the market.

Aside from the link it shares with British fashion label Burberry's new fragrance slot that also celebrates the strength of women ([see story](#)), other like-minded releases come from similarly French houses.



As Paris cheers the women on, a strong female lead propels Dior's narrative forward in its campaign. Image credit: Dior

For example, Louis Vuitton took to the streets of Paris for fall/winter 2023 as well, filming a campaign with American actor Emma Stone ([see story](#)). Just as Ms. Armanet traipsed along the European river, so did Ms. Stone.

French fashion house Chanel also situated its fall/winter 2023 campaign in Paris, following a central female figure like Louis Vuitton and Dior.

Starring and inspired by model Iman Perez, the slot brings to light what her life looks like in the City of Light ([see story](#)). Complexity and wholeness also serve as topics at hand, echoing the visions of modern women shown by the Dior presentation.

Givenchy turned back the clocks to look at the same era as the aforementioned maison, revamping 1950s staples ([see story](#)).

Introducing a globally-inspired vision.

Discover a harmonious fusion of power and femininity in the latest campaign images for the [#DiorAW23](#) collection, now available <https://t.co/JjjPXoJCsh> or at your nearest Dior boutique. pic.twitter.com/l88weVW1D8

Dior (@Dior) July 20, 2023

Together, these well-established brands are finding a way to unite their storied heritage with an acknowledgment of what the modern women who fuel their empires bring to the table, adopting their priorities and applauding their gumption.

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