

RETAIL

Dior opens conceptual fall/winter pop-up at Harrods

August 7, 2023



Three distinct in-store concepts explore creative director Maria Grazia Chiuri's latest ready-to-wear offerings for fall/winter 2023. Image credit: Dior

By LUXURY DAILY NEWS SERVICE

French fashion house **Dior** is turning to British department store Harrods to host a range of stylish shopping concepts this season.

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Building out a fall/winter-centric experience, the brand has designed three distinct spaces, all of which will live at the retailer's flagship through Aug. 27, 2023. Each room explores house creative director Maria Grazia Chiuri's latest offerings as Dior brings its Parisian accents to the London pop-up.

Setting up shop

Open on the ground floor of the single-site shop on Brompton Road, all three of Dior's pop-up installations are individually themed, and integrate selections from the label's fall/winter 2023 collection ([see story](#)).

Visitors can begin their journey by viewing an extensive window display, one that prioritizes the collection's Plan de Paris motif and involves a large panel showcasing city streets in black-and-white, backing the brand's name, featured front and center.

This theme continues into Dior's first corner at Harrods.

A Paris minute in London.

In celebration of the enduring [#HarrodsxDior](#) friendship, an array of Dior pop-ups graces [@Harrods](#) until August 27. Discover there the [#DiorAW23](#) collection by Maria Grazia Chiuri across three distinct spaces, showcasing Parisian-infused treasures.

Dior (@Dior) [August 7, 2023](#)

A library adorned wall-to-wall in the same Plan de Paris print comprises this installation. Here, rows of ready-to-

wear, footwear and accessories all employ the famed pattern.

Modeled after blueprints of the capital city, Plan de Paris was originally conceived by Monsieur Dior himself in the 1950s. Continually repurposed, the arrangement has now made its way onto the brand's fall/winter assortment.

Dior's second pop-up space acts as a gift shop, complete with the house's Florilegio print. D-Bobby bob hats and the brand's Book tote dominate said quarters, while a third room surprises and delights with leather goods.

This last space focuses on updated versions of the Lady Dior and Lady D-Joy handbags.

This is not the first time that both partners have crossed paths ([see story](#)).

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