

SPORTS

Paris Saint-Germain players rock Dior wardrobe updates in new campaign

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Six of PSG's members star in a film corresponding with the new look. Image credit: Dior

By ZACH JAMES

French fashion house Dior is working with a successful soccer team once again, furthering their existing partnership.

Celebrating two years as the Paris Saint-Germain (PSG) football club's official formalwear tailor, the maison is releasing a new look created by the label's menswear director Kim Jones for the 2023 and 2024 season. Spotlighted in digital content, the move further solidifies Dior as a force within the soccer sphere and the greater sports world.

"Sports have a unique ability to create emotional connections with fans. Luxury brands such as Dior, can tap into these emotional connections by aligning themselves with a team such as Paris Saint-Germain and gain stronger customer loyalty, reach new customers and stronger brand affinity," said Christos Joannides, founder and creative director of [Flat 6 Concepts](#), Los Angeles.

"The objective is to attract attention from both soccer fans and fashion aficionados, and convey how detail-oriented and how meticulous everything is done behind the scenes."

Mr. Joannides is not affiliated with Dior, but agreed to comment as an industry expert.

Kitted out

The activation marks the second year of a partnership between the fashion house and football club, having signed a two-year agreement in September 2021 ([see story](#)).

Six of PSG's members star in a film corresponding with the new look, trying on their suits in a Dior atelier, fitted by one of the label's masters in savoir-faire.

Out of their element, the athletes discuss what they like and dislike about the clothing, mostly unsure of if they're even putting the apparel on correctly. Multiple sportsmen muse on their inability to tie a tie, granting the spot an endearing, unserious nature.

PSG Players Visit the Dior Men's Atelier

"Fashion houses such as Dior, seldom grant access to their tailoring studios, let alone let professional soccer players use their sewing machines, so this is a novel approach, that seems unscripted and fun and makes you want to watch till the end to see what happens," said Mr. Joannides.

Once dressed, the team members learn about the creation of the garments they are wearing. Sewing, ironing and hand-stitching, each competitor is guided through the process by one of Dior's master craftsmen.

"[Making clothes] is very simple," one of the atelier's artisans says in the film.

"No, it's not very simple," football defender Nordi Mukiele says in response.

Soccer chic.

In the Dior men's Atelier, impeccable [#DiorSavoirFaire](#) takes on athletic proportions in the new [#PSGxDior](#) wardrobe by Kim Jones, marking two years for the House as official tailor to the prestigious [@PSG_Inside](#) team. More <https://t.co/T5jC2HYWs4>. [pic.twitter.com/mKNQnbmHIQ](https://t.co/mKNQnbmHIQ)

Dior (@Dior) [October 14, 2023](#)

The duo laughs after the exchange, the remainder of the roster taking on their tasks with varying levels of success.

Releasing as PSG competes in the UEFA Champions League, one of the most prestigious soccer tournaments in the world, the new looks re-up the commitment between the two entities, last seen in January 2023 ([see story](#)). Since its debut on Oct. 15, the new campaign has garnered massive support on Instagram, bringing in nearly 600,000 likes, across six posts at the time of publishing.

The top two posts have one thing in common: the presence of French soccer player Kylian Mbapp, a globally-known sports superstar.

The Mbapp effect

Luxury maisons connecting with successful athletes is far from a new practice, but Mr. Mbapp is on a whole other level of notoriety and fame, granting a massive platform and potentially lucrative success for whatever brand is able to secure his services, much like the clubs he has played for in his less than 10-year-long career.

In the past year alone, he has been a frequent target among luxury brands, no doubt bolstered by his second-place finish in the 2022 FIFA World Cup and his 121 million combined followers across social media platforms, nearly 110 million being on Instagram.

[View this post on Instagram](#)

A post shared by Dior Official (@dior)

Since becoming a Dior brand ambassador in December 2021 ([see story](#)), not long after the deal to make the French apparel brand the official formalwear tailor for PSG, he has starred in a variety of placements across menswear and fragrance, becoming the face of the Sauvage line in January 2022 and appearing in multiple spots alongside his PSG teammates.

In October 2022, he debuted the Big Bang E Fifa WC Qatar 2022 watch for Swiss watchmaker Hublot ([see story](#)), marking his first venture in a representative role for the maison since his appointment earlier that year.

Most recently, Mr. Mbapp appeared alongside British Formula One driver Lewis Hamilton and K-pop star Ros in a marketing campaign by LVMH-owned German luggage brand Rimowa ([see story](#)).

Soccer meets [#DiorSavoirFaire](#).

In this video [@PSG_Inside](#) players hit the Dior Atelier for a masterclass in Dior craftsmanship. Dressed in impeccable [#PSGxDior](#) suits designed by Kim Jones for the 2023-2024 season, they put their sewing skills to the test. Tap on the card for more.

Dior (@Dior) [October 15, 2023](#)

Athletes, especially those with wide cultural appeal such as Mr. Mbapp are apt for luxury partnerships going forward. With the soccer superstar being only 24 years old, time will tell how much play he gets on the pitch and among luxury players.

"Mbapp's success in the world of sports and his celebrity status can lend credibility and aspirational appeal to whatever brand he is promoting or endorsing," said Mr. Johannides.

"Most of the brands are aspirational so his fans may view the brands as a symbol of achievement and success, which can be a powerful motivator for consumers to engage with that specific brand."

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