

HOME FURNISHINGS

Dior, designer Kelly Wearstler stage luxury tablescapes on social

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Ms. Wearstler frames Dior Maison's latest collection within the context of her very own Thanksgiving gathering. Image credit: Dior

By EMILY IRIS DEGN

French fashion house Dior is serving up a festive feast with a noteworthy figure from the world of interiors.

Hosting a Thanksgiving gathering, American designer Kelly Wearstler walks audiences through how she prepares for the special occasion in a new video. Embracing products from across the entire brand universe, the Los Angeles-based decor specialist wears a head-to-toe denim look from Dior while setting her very own dinner table with the [Cruise 2024](#) home collection, showing off the line's ability to upgrade the annual get-together.

Donning denim, dishing Dior

Using Ms. Wearstler's mansion as a set, Dior Maison's latest round of digital content stylizes and credentials its domestic offerings.

During the 3-minute and 30-second clip, the Southern-born designer, now a California resident of many decades, creates two recipes for an intimate dinner in light of this week's holiday.

A certain relatability factor may help shoppers envision themselves using the high-end tableware, as the expert takes to the kitchen to create a vegan dessert and cocktail combo inspired by the state she calls home.

Kelly Wearstler fronts new digital content from Dior Maison

Ms. Wearstler engages with a tasteful array of bites and drinks, all the while reminding viewers of Dior's versatile ready-to-wear assortment, adding to an overall contemporary tone.

Scenes from the lifestyle selection showcase an impressive estate: on-site, a pool sparkles as inside, light-filled spaces, a spacious kitchen and a central courtyard are brought to life with native trees. Though her home is arguably visually striking, design choices could strike prestige consumers as familiar.

Ms. Wearstler's residence features some of the most on-trend features in luxury real estate today, including the incorporation of green space ([see story](#)) and a plethora of central hosting areas ([see story](#)).



Ms. Wearstler's home is featured heavily in the video. Image credit: Dior

Ahead of this Thursday's observance, placing Dior products throughout could work to appeal to younger viewers, encouraging homemaking with a growing generation of buyers looking to decorate and continually transform new acquisitions.

"There's a desire to deliver higher-end, captivating, contemporary spaces that resonate with the sophisticated Millennial," Ms. Wearstler told *Hospitality Design* in 2017.

The break in formalities, from sporting a Canadian tuxedo which here takes the form of the hostess's outfit, to exhibiting a dwelling complete with modern home touches, supports Dior Maison's generational mission.

An updated ethos reaches the star's recipes even, falling in line with modern consumers' dietary preferences and values Ms. Wearstler's dessert recipe that she makes on-screen is vegan and "super healthy," according to her commentary.



Vegan treats are pictured on Dior Maison Cruise 2024 plates. Image credit: Dior

The dark chocolate pomegranate tart is made with coconut oil, in-season produce and almond flour, all of which appeal to the superfood and "clean eating" push that has dominated culinary conversations since the slow food movement took off earlier in the century.

Online luxury retailer Matchesfashion very recently went a similar route, tapping American chef Alison Roman for another Thanksgiving hosting slot ([see story](#)). Like Ms. Wearstler, she went the vegan route for her dish, likewise wearing an outfit sourced from brands sold by the ecommerce platform behind the campaign.

Ms. Wearstler's alcoholic beverage, which she calls the "California Classic Cocktail," is on the simpler side. Though it includes olives for garnish and notes of pecan, the bourbon included is characteristically Southern, her personality and background infused into its formulation.



Select Dior Maison pieces decorate Ms. Wearstler's luxury tablescape. Image credit: Dior

The full display is served on Cruise 2024 earthenware, its apparel counterpart launched earlier this year in Mexico ([see story](#)).

Echoing patterns dreamt up by creative director Maria Grazia Chiuri for the fashion release, the Dior Maison array is defined by nature imagery, Victorian ornateness and the "Butterfly Around the World" motif, the latter conceived by Italian artist Pietro Ruffo, who has worked with the house on creations for another holiday this year ([see story](#)).

Serving looks

In the video, Ms. Wearstler states that she will present her Thanksgiving meal to her loved ones in the Cypress tree-lined courtyard of her home.

Here sits a table brimming with florals, antique candles and, of course, Dior products.



The full display is served on Cruise 2024 earthenware, its apparel counterpart launched earlier this year in Mexico. Image credit: Dior

Arranged around the setup are chairs sourced from the 1970s. Her interior design expertise is lent to the Cruise 2024 in this instance, the designer positioning the items as centerpieces and decorations, rather than simply utilitarian serving vessels.

Ms. Wearstler's services are often sought after by other luxury labels, from U.S. beauty group Estée Lauder Companies ([see story](#)) to British department store Harrods ([see story](#)). She also has partnerships with the likes of French fashion house Louis Vuitton.

After appearing in reality shows, designing for some of the most prestigious hotels in the world and dropping her own collections, it seems that she is continuing a legacy of luxury activations with this latest campaign for Dior.

Over the course of collaborative projects, the talent's reputation and artistic touch tend to uplift the work of these maisons; the same goes for this Thanksgiving push, Dior benefitting from her framing of the storied collection.

It cannot hurt that the designer is sharing stills to her Instagram following of over two million users, a figure more than triple that of Dior Maison's count on the social media platform.

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