

APPAREL AND ACCESSORIES

# Project ‘Lady Dior Art’ enters eighth edition

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The maison is releasing a series of short films detailing the inspirations behind the pieces. Image credit: Dior

By ZACH JAMES

French fashion house Dior is continuing a long-running collaboration.

With the return of the “Lady Dior Art” project, now in its eighth edition, the maison has enlisted 12 new creatives from across the globe to create custom versions of the Lady Dior handbag. Each of the artists puts their own spin on the accessory, upholding luxury’s ties to the art world in new digital content.

## Artistic accessories

To spotlight each piece and the artist behind it, the maison is releasing a series of short films detailing the inspirations behind the final works.

Each creative will receive their own spotlight in the videos released to the brand’s social media platforms with Korean-Canadian sculptor and painter Zadie Xa and Cameroonian artist Ludovic Nkoth being among those with content available now.

*Ms. Xa’s work focuses on creating a sense of whimsy*

For her part of the series, Ms. Xa created four separate Lady Dior handbags, each utilizing different colorations and patterns while still maintaining her signature style of collage with interlocking fabrics. Animals and landscapes are shown on each piece, another hallmark of her portfolio.

“My challenge to reinterpret the Lady Dior bag was to think of the shape of the bag as a blank canvas,” Ms. Xa says in the film.

“I knew I wanted to make something overtly colorful and fun and really representative of my work.”

Cultural poignancy.

For [#DiorLadyArt 8](#), artist Ludovic Nkoth reimagines the [#LadyDior](#) in his style of fluid artistry, blending paintwork with beading and Cameroonian-inspired gold-plated cowrie shells creating a visually dynamic piece. Watch his interview <https://t.co/CFKarnxLXz>. [pic.twitter.com/jaG2mY3iQE](https://pic.twitter.com/jaG2mY3iQE)

Dior (@Dior) [November 30, 2023](#)

Mr. Nkoth created three bags for the project, all colored in black or white, meant to resemble a cowrie seashell, which was used as a form of currency in his homeland before colonization. The Cameroonian artist ties much of his work to his heritage and the cultural diaspora from his country of origin, inserting a painting in his usual style inside the Lady Dior to serve as its inner wall.

The exterior of the handbags feature soft and curved edges, a play on the maison's Cannage design motif. Adorning the surface is a pattern of seashells and charms which formulate a pattern present across all three versions and resemble jewels, having been painted and glazed with this purpose in mind.

Ten other artists are involved in the collaborative effort, including American pop artist Mickalene Thomas best known for her artistry with unusual materials and for coproducing *The Wiz* on Broadway Native American painter Jeffrey Gibson and multinational art duo Gilbert and George, among many others. In January 2024, six more creatives will join the collective, debuting their takes on the classic handbag in a continuation of "Lady Dior Art's" eighth outing.

### **Ties that bind**

Dior began the artistic experiment in 2016 and has been supporting it ever since, with the last edition dropping in late 2022 ([see story](#)); other maisons have begun to take notice of the project.

Luxury has often looked toward the art world for collaborations and partnerships, this activity is seemingly only increasing as time goes on.



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A post shared by Dior Official (@dior)

French fashion house Louis Vuitton launched a similar activation to "Lady Dior Art" called the Artycapucines Collection in 2019; the program sees artists create their own takes on the Capucines handbag. The endeavor is now in its fifth edition, as Artycapucines 2023 launched in October ([see story](#)).

French leather and accessories brand Longchamp took a different approach, paying tribute to the iconic "Love" artwork by the late American pop artist Robert Indiana with a capsule including handbags and clothing ([see story](#)).