

APPAREL AND ACCESSORIES

Dior presents contemporary mascot in new marketing

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Japanese artist Otani is teaming up with the maison on the launch of its latest menswear capsule. Image credit: Dior

By ZACH JAMES

French fashion house Dior is partnering with Japanese artist Otani for its latest collection.

Based out of Awaji Island near Osaka, the emerging talent's Otani Workshop is teaming up with the maison on the launch of its latest capsule. A cutesy, green Godzilla-like creature lies at the center of the menswear concept ideated by men's creative director Kim Jones as Dior attempts to draw shoppers in with the unique, edgy luxury collaboration.

"This collaboration is interesting, as you have the iconic fashion house and a noted ceramicist in Otani Workshop, who is known for creating bulbous pieces," said Kimmie Smith, cofounder and creative director of *Athleisure Mag*, New York.

"This take on a monster is cute due to its size and has a bit of edge due to the expression on his face; it has a feel of watercolor as well," Ms. Smith said. "This capsule collection has the feel of elevated skater wear and definitely skews toward those who are just fans of the house.

"It also targets those who enjoy collecting the collaborations, those who have this style in their closet and want to add a bit of a twist to it and those that are fans of Otani Workshop."

Ms. Smith is not affiliated with Dior, but agreed to comment as an industry expert.

Monster mash

"Tanilla," a little green monster spearheaded by the brand's partner, slots in as the mascot of the Dior & Otani Workshop collection.

Spanning 24 total clothing and accessory pieces, the limited-edition product line is comprised of streetwear and other casual looks. Bomber jackets, sneakers, T-shirts, hoodies and baseball caps sport the new character.

Dior has also introduced a bespoke logo stylized in a childlike scribble font, appearing throughout the capsule.



Tanilla serves as a mascot for the capsule, appearing throughout the brand's promotional material. Image credit: Otani Workshop

Tanilla shares similarities with the famous kaiju creation Godzilla. It is plausible that the predecessor served as one of Otani's inspirations.

The movie monster is seeing a massive spike in popularity at the moment due to the critical acclaim and global commercial success of the "Godzilla: Minus One" film, making now an apt moment for the release.

The Dior & Otani Workshop collection is available now on Dior's [website](#) and in select boutiques.



The sculptor visited the Dior Homme Tokyo Omotesando Store to see its display of the collaborative capsule. Image credit: Otani Workshop

"The fact that the house presents a number of the pieces in the collection in their iconic red, that the stylized way of writing the brand's name leans into the monster Tanilla, really feels like a collaboration where both brands extend to one another," said Ms. Smith.

"Brands like to be able to gauge how people see them and where they can go," she said. "It's a way to reflect the established components of the brand while also expanding how we see them.

"This allows other artists and their teams to feel that there can be an opportunity for them in the future as well."

Foreign relations

Dior's collaboration with Otani Workshop is one of many timely luxury updates prioritizing APAC-centric observances.

In China, as residents celebrate the Year of the Dragon, multiple maisons have looked to embrace the cultural moment. Italian fashion house Fendi worked with The Pokmon Company to include its dragons on reinterpreted handbag designs, out now ([see story](#)).

U.S. jeweler Tiffany & Co. also worked with the franchise, releasing a nine-piece capsule exclusive to the U.S. and Japan ([see story](#)). Outside of the iconic IP, French fashion label Kenzo enlisted Japanese artist Verdy to flip its iconography and deliver graphics for its collection launched late last year ([see story](#)).

Poised for joy.

Within the vibrant [#DiorSpring24](#) collection, the DIOR & OTANI Workshop capsule unfurls, revealing Kim Jones' imaginative collaboration with the celebrated Japanese contemporary artist, embellished with a mischievous

green monster. More <https://t.co/1ocNr37A2t>. pic.twitter.com/Vy838kdjKf

Dior (@Dior) January 7, 2024

As Tanilla is a unique mascot created specifically for Dior's new drop, the label is likely hoping the cutesy character will attract new audiences to the brand's products.

"I think that when you integrate characters that are tied to capsules or limited editions, it has a feel of a collectors' item, as you know this isn't generally going to be something that is in the core assortment of the brand, whether it's a one-time collaboration or it pops up as intermittent drops," Ms. Smith said.

"The mascot signifies that it is a collaborative selection and is a great way to be viewed, consumed, and worn by fans of the brand and those that may not traditionally purchase from the brand," she said. "It also allows other luxury houses to see that characters can be incorporated in a thoughtful way as it makes sense to the ethos of their brand."

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