

APPAREL AND ACCESSORIES

# Dior spotlights connections to feminine artistry in feature-length film

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The maison is spotlighting 10 years of feminist messaging in the new release. Image credit: Dior/Alice Schillaci

By ZACH JAMES

French fashion house Dior is showcasing its commitment to inclusivity for its latest content drop.

On March 8, the brand debuted *Her Dior*, a documentary focused on womenswear creative director Maria Grazia Chiuri's collaborations with prominent female creatives. The 70-minute film, directed by acclaimed French documentarian Loc Prigent, covers the strides Ms. Chiuri has made in building lasting relationships with artists around the globe since her appointment nearly a decade ago.

## Immortalized on film

Dior brought in Ms. Chiuri in 2016 to succeed Raf Simons, becoming the first woman to hold the position in the maison's then-70-year history.

In her tenure, her collections and runway displays have leaned heavily on themes surrounding feminism and expressions of femininity, a message which started with her first showing and has evolved in the years following.

*Dior presents "Her Dior: A Documentary on Maria Grazia Chiuri's Collaborations with Women Artists"*

One piece from her debut selection prominently featured the phrase "we should all be feminists," igniting progressive discussions around the globe, a conversation the creative director has continued ever since.

Although Ms. Chiuri has garnered criticism for her artistic choices in her tenure at the helm of Dior's womenswear segment, she has also ushered in a great amount of success and a number of copycats, which the brand views as a form of flattery to its diversity initiatives and actions.

After establishing this progressive theming, the maison began to partner with a bevy of influential female creatives. A variety of these feminist artists and authors appear in *Her Dior* to share their sides of the story, including Judy Chicago, Joana Vasconcelos, Chimamanda Ngozi Adichie, Tomaso Binga, Robin Mrogan, Eva Jospin and Isabella Ducrot, among many others.

The full documentary is available to view for free on YouTube.

## Cultural moment

*Her Dior* premiered on International Women's Day, serving as the brand's special release for the occasion.

Other luxury labels also took part in the holiday, uplifting members of their staff and external talents alike.



*In 2021, the label released a collection of feminist essays and photographs under the same title of "Her Dior." Image credit: Dior*

Dior's parent company, LVMH, was among this group, continuing their long-running "EllesVMH" initiative with an internal campaign focused on gender equity and women's empowerment across the group.

Fellow French luxury conglomerate Kering also participated, commissioning artwork from French illustrator and printmaker Malika Favre that symbolizes the corporation's advocacy for women's rights ([see story](#)).

Meanwhile, France's YSL Beauty took a different approach by bringing its ongoing Abuse is Not Love program back to the forefront with a new global campaign that educates viewers on the warning signs of intimate partner violence ([see story](#)).