

Kylian Mbapp leads spring/summer 2026 campaign from Dior

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The brand is introducing the visual signatures of its new artistic lead. Image credit: Dior/David Sims

By ZACH JAMES

French fashion house Dior is rolling out the red carpet for creative director Jonathan Anderson's debut seasonal campaign.

Launched on Jan. 2, the initiative coincides with the release of the designer's inaugural spring/summer collections. To further uplift the men's and women's assemblages in-store arrivals, the maison is enlisting the aid of a star-studded, multidisciplinary cast, including multiple high-profile brand ambassadors.

Next chapter

Following months of teasers, the menswear debut during Paris Fashion Week in June 2025 and the womenswear follow-up in September, Dior is showcasing its spring-summer looks on a global stage.

Famed British fashion photographer David Sims is behind the lens of the promotional effort, with French footballer Kylian Mbapp and American actress Greta Lee appearing in front of the camera; the two talents also serve as Dior ambassadors. Models Laura Kaiser, Saar Mansvelt Beck and Sunday Rose, the daughter of actress Nicole Kidman and musician Keith Urban, also star in the stills, alongside French actors Louis Garrel and Paul Kircher.



The new campaign sees the brand switch from a refined aesthetic to a more naturalistic appearance. Image credit: Dior/David Sims

A variety of photographs showcase the men's and women's collections in both monochromatic imagery and in color. Each image is meant to resemble a character sketch, with the talents conveying their differing lifestyles through their respective outfits.

and body language.

Set within a historic Parisian home, the maison utilizes the estate's varied rooms to further reflect its models' unique personalities. Some prepare for formal occasions in a fittingly precise manner, while others dress for the same events in a whirlwind, with clothes and shoes fitting the surrounding landscape as they search for the perfect combination; another group is seen in casual clothing and lounging around the house.

The feminine selection, referred to as "Heritage Revisited," delves into Dior's archival designs, spotlighting a series of long-tenured lines, including the Lady Dior, Dior Crunchy, and Dior Cigale handbags, as well as the brand's signature bow motif, among many others. Meanwhile, the masculine portion, dubbed "The Art of Dressing," follows a similar path, although it features a bespoke video element.

Dior presents its summer menswear campaign

Mr. Mbapp serves as the star of the corresponding short film. Set to Australian rock band Spectrum's 1992 song "How You Satisfy Me," the advertisement sees the athletic talent appear in various outfits, each tailored to show the breadth of formal and casual pieces available in the collection and their everyday use cases.

Dior's spring/summer 2026 [men's](#) and [women's](#) collections are now offered in-store and on the maison's website.

Moving forward

The French fashion house has been active in its promotional efforts and international expansion in recent days, despite the holidays and the New Year.

Throughout December, the label celebrated the 10th anniversary of its Dior Lady Art project, with a new selection of artistic crossovers and a dedicated hardcover book detailing the initiative's history ([see story](#)).



The spring-summer campaign is the latest in a string of releases from the maison. Image credit: Dior/David Sims

Just weeks ago, the brand launched the new House of Dior location, situated in the heart of Beijing; the retail flagship spans five floors and is the company's largest boutique in the Chinese market ([see story](#)).

To close 2025, the house's beauty division relaunched its Addict line with an expanded range and a campaign featuring ambassadors Anya Taylor-Joy, Jisoo and Willow Smith ([see story](#)). Now, as Dior enters 2026, time will tell if it keeps up this blistering momentum.