

APPAREL AND ACCESSORIES

# Dior stages South Coast Plaza pop-up

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*The installation plays on brand heritage: packaging from Dior's first-ever boutique, called "Colifichets," was recreated for the temporary space. Image credit: South Coast Plaza*

By AMIRAH KEATON FOR LUXURY DAILY NEWS SERVICE

French fashion house **Dior** is giving the season's collections a boost at U.S. shopping center **South Coast Plaza**.

A new, immersive pop-up experience, located in the mall's Jewel Court, celebrates the launch of creative director Jonathan Anderson's debut Dior collections. Featuring spring/summer 2026 men's and women's designs, the retail activation runs from March 9 through April 6.

## Inspired by the archives

Dior is playing on brand heritage at the largest luxury shopping center on the West Coast.

Packaging from the maison's first boutique, called "Colifichets," was recreated for the temporary space and is now featured within the large-scale scenographic installation.

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A post shared by South Coast Plaza (@southcoastplaza)

The archival reference comes to life via towering gray boxes that surround the central court, displaying accessories from the new collections. In the middle of the installation, mannequins styled as bellboys carry stacked towers.

Products showcased throughout the space include several spring/summer 2026 accessories from Mr. Anderson's first collections for Dior ([see story](#)), such as updated versions of the Lady Dior bag and the Book Tote, alongside new designs including the Dior Bow bag, Dior Normandie bag, Dior Roadie shoes and Dior Archie loafers. Select ready-to-wear pieces and Diorette fine jewelry are also on view.

The pop-up includes several interactive elements designed to personalize the retail experience: "Try Your Luck" references founder Christian Dior's well-documented belief in superstition, inviting visitors to open a surprise upon arrival for the chance to receive a prize. Additional offerings allow clients to customize perfumed ceramics, bookmarks and notebooks inspired by the collection's motifs.

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