



Kim Jones's latest move? A collab with Aman

Five months after leaving the menswear helm of Dior, the British designer unveils a capsule with Aman Essentials, the luxury hotel group's product brand.

By Laure Guilbault



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Kim Jones is a true Aman fanatic. The British designer, who previously helmed Dior Men before stepping down five months ago, has stayed at 33 Aman resorts and hotels across the world. Now, he is no longer just a customer, but a collaborator of the luxury hotel group's product brand, Aman Essentials.

"They are on the same level as very few luxury companies such as Hermès, which you know will always deliver the same outstanding product wherever you are," Jones tells *Vogue Business*. The collaboration marks an important moment for Aman Essentials. The label launched in 2022 selling fashion and beauty, the former of which is only distributed across the hotel group's properties, while beauty products are also stocked by multi-brands such as Harrods, Violet Grey and Neiman Marcus.

"It's really a labour of love and we are really excited to share it with the world," Kristina Romanova, CEO of Aman Essentials, says over Zoom, with the collection present in the backdrop. Focusing on "wardrobe essentials", the capsule comprises around 35 styles that will be presented to buyers at the Dover Street Market Paris (DSMP) Brand Development showroom from 28 June to 1 July. (DSMP Brand Development is supporting production and distribution.) Pieces are designed with versatility and practicality in mind, as well as the intention to ensure they adapt to the diverse climates of Aman's 36 hotel locations.

Parley for the Oceans, the advocacy group Jones collaborated with for three years during his time at Dior, is partnering on the project. Jones was able to lean on Parley's Future Material division, the environmental organisation's incubator dedicated to advancing the research and development of sustainable materials. This translates into utilitarian outerwear and trousers in a lightweight Banatex twill (a fabric made from regeneratively grown abacá banana plants); knitwear crafted with premium material created from upcycled plastic yarns; loungewear in an ultra-soft fleece made from regenerative cotton; and activewear pieces in recycled elastane. The colour palette spans earthy green, beige, blue, yellow and goji berry red.





“We took that idea of resortwear and sustainability as the core of the collection,” Jones says, adding that versatility was a key design consideration. “We wanted items that could be worn on the beach or to a smart dinner — anywhere from Amanpulo in the Philippines, to Amangani in Jackson Hole — breathable fabrics to hike in or cool pieces you can walk around Tokyo in while staying at Aman Tokyo, which is a home away from home for me.”

The collection is set to hit Aman boutiques (each property has a boutique), Dover Street Market stores and select wholesale locations at the beginning of 2026.

It’s the latest example of a crossover between fashion and hospitality. “It’s very interesting, for fashion going into hospitality and for hospitality going into fashion,” Romanova notes. “I think, ultimately, people value the experience and that’s why it makes so much sense to blend the two.”

The group plans to double its number of locations in the next five to seven years, subject to construction, according to Romanova. Two new properties are set to open in the coming months: Aman Rosa Alpina in Italy’s Dolomites in July, followed by Amanvari in Los Cabos, Mexico.

“The retail spaces are going to get bigger in the new hotels, more interesting, more conceptual, which is super exciting for me,” Romanova continues. “Before, it was not so strongly considered when the hotels were designed, it was more like a souvenir shop, a small addition to the experience. But now, like we’re taking it more as a lifestyle brand and obviously with this collaboration, we’re taking it to the next stage.”

Will there be other capsules with Jones? “I hope so. That’s the plan,” Romanova says. But don’t expect seasonal collections. “A lot of our clients are repetitive guests. Of course, they like to see updates and newness, but we still want to stick to our core values, and I think it’s way more sustainable moving in smaller drops and creating timeless pieces rather than trying to overproduce just to keep new things coming.”

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