



Getting Lucky

Dior is ready for its annual summer moment at Harrods, which this year will take the form of a pop-up for the Lucky accessories collection inspired by founder Christian Dior's belief in the power of charms, and especially the five-point star, a longtime symbol of the house.

The Harrods pop-up will run from July 21 until Aug. 27, and will stock the Lucky capsule, which was conceived by Maria Grazia Chiuri, the former creative director of women's collections who stepped down in May after nearly a decade at the brand.

The pop-up, located on the ground floor, will offer several customization services, where clients can choose to have accessories adorned with lucky symbols such as stars, bees and shamrocks.

The selection will also include the reinvented Lady Dior bag, with the signature cannage pattern picked ►

out in stars, clovers and hearts; the Dior Groove, and Dior Toujours Vertical, which can all be customized with special jewelry, brand motifs, charms and chains.

Flower-embroidered and printed Lady Dior, Lady D-Joy and Dior Book Tote bags, part of the Lucky collection, will also be on offer.

The space will have other fun elements, too, including an augmented reality mirror, where clients can try on the Lady Dior and Dior Toujours Vertical styles, and view them as crossbody bags. There are also plans for tarot card games, and special visits from a fortune teller.

Separately, on July 24, Dior will unveil a larger ready-to-wear universe on the first floor of Harrods.

It will showcase high-end gowns, eveningwear and fine jewelry.

The space will also house two private suites, while a permanent Dior Lady

Art installation will open later this year, showcasing contemporary creatives' takes on the Lady Dior bags.

As reported, Harrods' first-floor designer womenswear spaces have been undergoing a multiyear refurbishment that began last year, and will continue into 2026.

Harrods has been working with David Collins Studio to create a warm, beautifully lit environment, while the in-house team has also been thinking creatively, grouping brands and designers by theme and editing the shop floor so that it's easier to read.

— SAMANTHA CONTI

