



Traffic Patterns

The curiosity about Jonathan Anderson's Dior debut was real.

According to the fashion house, more than a million people followed the livestream of the fashion show, staged in a giant structure in front of the Hôtel des Invalides, home to Napoleon's tomb.

In total, Dior achieved more than a billion views on social media, thanks to a communication campaign across 21 platforms in the run-up and aftermath of the June 27 display during men's fashion week in Paris.

"The livestream of the show alone attracted over 200 million views, as did the two teaser videos featuring world football champion Kylian Mbappé," according to Dior, sharing preliminary data with WWD.

The full-court press around the show commenced with Andy Warhol's Polaroid of artist Jean-Michel Basquiat. Dior revealed the campaign first via an Instagram Story Close Friends activation, leaking the images to select editors and talents – whom Dior

added to the Close Friends feature on Instagram.

Before the show, whose opening look was a take on the Bar jacket paired with voluminously pleated cargo shorts, Dior broadcast a film depicting "The White Lotus" actor Sam Nivola in Versailles and guests – including Robert Pattinson – getting ready in their hotel rooms before arriving at the venue.

As additional content, Dior released a podcast with Karen Binns and an audiobook based on

the founding couturier's autobiography "Christian Dior et Moi," read in French by Louis Garrel, who also attended the show.

This was the soundtrack as guests filed into the show venue, modeled after Berlin's Gemäldegalerie museum. Other celebrities in attendance included Rihanna, A\$AP Rocky, Roger Federer, Sabrina Carpenter, Daniel Craig and Drew Starkey.

– MILES SOCHA



Backstage at Dior, men's spring 2026.

