



## FASHION

# Dior Lucky Pop-up Opens at Harrods

- The French luxury brand is adding a dose of magic to Harrods with its annual summer pop-up.

BY SAMANTHA CONTI

**LONDON** – Dior is doubling down on Harrods with the opening of its annual summer pop-up, dedicated this year to the Lucky collection, and the unveiling of its refurbished, permanent space on the first floor of the Knightsbridge store.

The Dior Lucky collection pop-up, which opened Monday and runs until Aug. 27, is inspired by founder Christian Dior's belief in the power of charms, and especially the five-point star, a longtime symbol of the house.

Dior is taking over the windows and space on the ground floor with house of cards displays and services allowing customers to personalize bags and accessories with gold "jewelry," including four-leaf clovers, hearts, bees, sparkly initials and a tiny version of La Tour Eiffel.

For the larger bags there are leather tags in the shape of tarot cards with astrological signs, or stars embellished with flowers.

Styles include the reinvented Lady Dior bag, its signature cannage pattern picked out in stars, clovers and hearts.

Other Lucky styles include the Groove, Toujours Vertical, Lady Dior, Lady D-Joy and Dior Book Tote, the latter of which has been recast with flower and astrological designs.

The capsule 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.

Adding to the magical mood, Dior has also worked with Snapchat to create an augmented reality mirror that allows clients to try on a pair of 30 Montaigne sunglasses.

Separately, on July 24, Dior will unveil a larger ready-to-wear universe on the first floor of Harrods. The space, which spans more than 5,000 square feet, will showcase the seasonal collections including eveningwear, bags, fine jewelry and footwear.

For the first time in London, there will also

be an exceptional range of evening dresses, and two private suites for VIP customers.

The new space has Versailles parquet flooring done in ceramic and interiors featuring the house's symbols reimaged in miniature sizes.

There is art by Jim Lambie, Brandon Logan, Gabriel Hartley and Etienne Moyat, and furniture designed by Frank Evennou, Andrea Salvetti and Alasdair Cooke. Later this year, pieces from the Dior Lady Art project will go on display.

Simon Longland, director of fashion buying at Harrods, said Harrods and Dior go back a long way, with a partnership built on creativity, craftsmanship and innovation.

"The launch of pop-up is yet another example of Dior's ability to surprise and delight our clients through immersive storytelling and exclusive product offerings. As the only destination in Europe to host this concept, we're proud to bring this experience to our customers, combining interactivity, personalization and a sense of discovery," he said.

Longland added the store is preparing for the opening of the new Dior womenswear space, "which will set a new benchmark for luxury retail – offering a true flagship environment that embodies the full Dior universe, from ready-to-wear and accessories to fine jewelry and watches, all within a space as thoughtfully designed and curated as the collections themselves."

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.





The Dior summer pop-up at Harrods, which showcases the Lucky collection.

