

Fashion Scoops

Dior Is A Lady

Jonathan Anderson has been teasing his womenswear debut for Dior with a series of red carpet looks. Now his vision is coming into focus, with the reveal on Monday of his campaign for the Lady Dior handbag starring three newly minted brand ambassadors: Mia Goth, Greta Lee and Mikey Madison.

The images were shot by David Sims at the Pavillon de Musique de la Comtesse du Barry, the reception space in Louveciennes built for Madame du Barry, the official mistress of King Louis XV. The choice of location echoed the 18th-

century French references in Anderson's first designs for the house.

Dior shared the images exclusively with WWD after teasing the campaign this weekend to selected editors and talents via an Instagram Story shared through the app's "Close Friends" function, in a repeat of the widely commented and highly successful playbook it debuted for Anderson's first menswear show in June.

The Irish designer is due to present his first women's collection on Oct. 1 during Paris Fashion Week.

The preview videos

showed a statue with a Lady Dior bag covered in daisies, and a bee hovering over a dahlia. The full campaign portrayed Goth, Lee and Madison posing with three different reinterpretations of the Lady Dior, the second handbag pillar that Anderson is tackling, following his fresh take on the Dior Book Tote.

"The three actors pose instinctively and spontaneously, without

artifice, bringing a sense of renaissance to a house icon," Dior said.

With their light colors and 3D surface effects, the new Lady Dior models

mark a departure from recent iterations, which had a darker, rock-inspired vibe, like the metal-studded version that K-pop star Jisoo toted in an advertising campaign last year.

"The Lady Dior is one of the most iconic bags in history. I love that when you pair it with someone like Mia, Greta or Mikey, it suddenly becomes something new," Anderson said.

— JOELLE DIDERICH



Mia Goth in the new Lady Dior campaign.