

DIOR

Following the Summer 2020 men's show, Dior announces the launch of a complete luggage capsule collection in collaboration with RIMOWA starting from October in the new Champs-Élysées boutique

A minimalistic and graphic DIOR and RIMOWA luggage capsule collection – including pieces revealed during the Summer 2020 men's show – will premiere in October with a dazzling staging inside the new Dior boutique on the Champs-Élysées under a celestial dome. The creations will also be available in Japan starting in November, and in China, Miami, Hong Kong and Dubai from December, before rolling out worldwide in January.

"We're incredibly proud to team up with Dior for the first time on a complete line of travel products. A uniquely memorable collection, the DIOR and RIMOWA capsule collection celebrates the best of the two brands, serving to further highlight the shared, cherished values of excellence, innovation, and savoir-faire," affirms Alexandre Arnault, CEO of RIMOWA.

"I'm thrilled about the collaboration with RIMOWA and to be able to have an amazing DIOR and RIMOWA suitcase to travel with as I set off on my global adventures," states Kim Jones, Artistic Director of Dior men's collections, about this unprecedented collaboration.

A Cabin bag equipped with the innovative, multi-directional *Multiwheel*® system comes in silver, matte black and gradated blue, punctuated with the *Dior Oblique* motif, for a unique travel experience. Embellished with the inscription "Christian Dior", this treasure comes secured with a new essential, a matching luggage belt. A Trunk and a Hand Case in aluminum – inspired by a RIMOWA design from the early 1990s and enhanced with a removable strap – are also dressed in the *Dior Oblique* motif.

Declined in blue, black, silver or pink versions, the Personal, a supremely portable aluminum case for personal belongings, boasts cross-body leather strap and an interior equipped to carry keepsakes and accessories.

Available exclusively by special order, an elegant and functional Champagne Case reflect Kim Jones' modern spirit. Designed to hold one bottle of champagne, the case comes with a handle in gray crocodile leather with an interior designed to hold six Dior Maison champagne flutes.

Forged with excellence of savoir-faire, this DIOR and RIMOWA luggage capsule collection features an innovative technique of inscribing color to aluminum that makes it possible to impress indelible vibrant hues, like the iconic *Dior Oblique* motif created for Dior by Marc Bohan in 1967.

In the heart of the spectacular and luminous dome of the Dior boutique on the Champs-Élysées, a silver-colored helicopter, emblazoned "DIOR RIMOWA" and accompanied by a suitcase from the collection, seems poised to take off toward a distant horizon. Specially personalized for the occasion down to a cockpit in gray and blue aluminum decorated with the *Dior Oblique* motif, this grandiose installation, surrounded by a blue-haloed play of shadow and light, is an invitation to travel. As of October 18th, this graphic vault will be the showcase for the DIOR and RIMOWA collaboration, renewing the art of movement and the love of travel for which Kim Jones is renowned.