



**CASE STUDY: DIOR** Kim Jones grew up a student of street culture. At Louis Vuitton, he championed an aesthetic of elevated sportswear, leading the charge on the house's collaboration with Supreme. Now, he's bringing the same cultural sensibility to Dior Men, deftly maneuvering between streetwear's rugged past and its elevated future.

Streetwear has always been about a spirit of collaboration built on the foundation of a tight-knit community of like minds. Before collaborations became the norm, they were about finding a way to work with your friends to make the products that neither of you could execute alone. In a way, that's exactly what Kim Jones is bringing to the house of Dior as its menswear artistic director.

Jones spent his adolescent years in London, developing a taste for Levi's jeans, clubwear, and designers like Vivienne Westwood, Christopher Nemeth, Stephen Linard, and Rachel Auburn. One of his first jobs was working for Gimme Five, a seminal distributor of early streetwear brands like Stüssy and Supreme, run by Michael Kopelman. Decades later, when Supreme collaborated with Louis Vuitton during Jones' tenure as Vuitton's menswear creative director, a loop of sorts was closed.

Ever since Jones' 2002 graduate collection (which caught the eye of designer and former Dior creative director John Galliano), **Kim Jones has exhibited a keen sense for mixing casual sportswear with elegant execution and a subtle flair for the street culture aesthetic.** His first runway show featured his designs paired with Nike Terminator sneakers. It's that sensibility he's brought to Dior, a luxury house that is no stranger to reinvention.

Dior's menswear line is a story unto itself. Originally established as Dior Monsieur in 1970, the line was relaunched by Hedi Slimane for the Fall/Winter 2001 season as Dior Homme. It marked a new era for the house and for upscale menswear. Slimane's tenure introduced codes like skinny suits and covetable scar-stitched denim with hook-and-bar closures at the waist, and he established the label as the house's resident enfant terrible. In remaking Dior Homme, Slimane laid the groundwork for his successors; first Kris Van Assche, then Jones.



**Opposite:** A retro-futuristic sculpture by Hajime Sorayama that stood on the runway of Dior Men's Pre-Fall 2019 show. **Above:** A look from the Dior Men Pre-Fall 2019 collection, featuring a monogram baseball cap and patterned velvet bomber jacket.