

D S C E N E



DISCOVER THE 7TH EDITION OF DIOR LADY ART PROJECT

January 3, 2023

Luxury fashion house **DIOR** presented the seventh edition of the Dior Lady Art project, where Ghada Amer, Brian Calvin, Sara Cwynar, Alex Gardner, Shara Hughes, Dorothy Iannone, Minjung Kim, Zhenya Machneva, Bouthayna Al Muftah, Françoise Pétrouitch and Wang Yuyang reinterpreted and transformed the iconic bag. A timeless icon perpetually reinvented, the Lady Dior has enjoyed an extraordinary destiny. With its architectural lines exalting the cannage pattern, it encapsulates the very essence of Dior style, its audacious elegance.

Season after season, this emblem's aura shines on, at the crossroads of modernity and excellence. It has become, more than ever, an object of art and desire, revisited by artists from around the world. Through the most fascinating detour, the Lady Dior is thus transformed into a unique oeuvre, merging heritage and creative visions. A meeting between Dior and the cultures of the world, this new inspiring carte blanche showcases virtuoso techniques and craftsmanship, driven by a spirit of innovation and limitless inventiveness. Each detail, thought out with infinite meticulousness by the eleven artists, is a tribute to singularity and savoir-faire, opening the doors of the imagination. As a final touch, each of the exceptional reinventions extends the artistic expression to the inside of the bag, revealing several poetic surprises. A celebration of joy and freedom. – from DIOR

Ghada Amer

This rebellious vision is revealed through two new reinventions of the Lady Dior, inspired by Ghada Amer's 2000 plant sculpture women's qualities and her series of ceramics sculptures entitled thoughts, created in 2013 with her left hand, even though she is right-handed. The leather of the bag is adorned with a patchwork of embroidery, precious stones and sequins, or a hand-woven tapestry, each time allowing the words *Strong, Loving, Resilient* or *Determined* to be perceived, evoking the qualities attributed to women, according to interviews with Ghada Amer. An essential detail, the interior of these objects of desire is dressed in bold tones – from fuchsia pink to shocking orange – while on the back of each model, the *D.I.O.R.* charms borrow the letters of the artist's first name to become *G.H.A.D.A.*