

T

[Go Back To Home](#)

WOMEN'S FASHION

**MEN'S FASHION**

DESIGN

IN STORE

# In Store | With a New Collection and Installation, Dior Homme Tweaks Its Image

MEN'S FASHION | BY JOHN ORTVED | APRIL 28, 2014 12:21 PM



Jason Schmidt

There is a certain kind of man — often barely out of boyhood — who studies **Dior Homme** like a holy text, pointedly adhering to the strict minimalism, dark palettes and monastic attention to detail of the collections by the designer Kris Van Assche. These gents — who thronged the brand’s “Autumn” presentation in SoHo last Thursday in sunglasses and complicated ties, with a dedication to black that would be the envy of the Night’s Watch from “Game of Thrones” — should take note: Van Assche was wearing blue jeans. Not black. Blue.

In fact, as far as Van Assche is concerned, with this collection the head-to-toe look is out: “I had an art student in my head, somebody I could have met when I was at art school in Antwerp,” he said. “I had in mind somebody who would construct his wardrobe by strong, individual pieces, not by total looks; not by types of uniforms, more like deconstructed looks.”

The art-school conceit extended to an installation in the brand’s Greene Street store, designed to back Van Assche’s assertion that this line “is no longer like a pre-collection; it’s a freestanding collection with its own story.” To create it, the designer collaborated for a third time with the art partnership **M/M Paris**. That duo, Mathias Augustyniak and Michael Amzalag, has been employed by Kanye West, Björk, Calvin Klein, French Vogue and Nicolas Ghesquière. For this installation, which will remain in the store for a month, they created gray and white luminescent towers, each emblazoned with a letter of the alphabet intended to reflect the collection and its inspiration.

“Kris wanted to refer to when he was a student, and they are often drawn to graphic design. One of their first exercises is to design the alphabet, from ‘a’ to ‘z.’ That’s why we did this as an installation,” Augustyniak said.

And if Van Assche were to use his collection’s custom letters to spell a single word, what would it be? “It’s not a word,” the designer said. “It’s 26 letters, and everybody makes his own story.”