



Fashion · April, 18 2014 · By [Brian Farmer](#)

## Dior Homme Fall 2014 Installation by M/M (Paris)

When [Dior Homme](#) unveils its Fall 2014 collection in New York on April 24, it will once again be working closely with art and design duo [M/M \(Paris\)](#). Inside the Dior Homme SoHo store, the creative duo has dreamt up an installation that is an extension of the catalog created for the collection and showcases young men, in groups, but each with a strong sense of their own identity. “This could be a group of artists or art school students like the ones I hung out with when I myself was studying at the Royal Academy of Fine Arts in Antwerp,” said creative director Kris Van Assche. “I transitioned from a generic ‘clone’ of a man to the notion of a man who is in the midst of a group but is still able to express his individual persona.” Stay tuned for a detailed look at Dior Homme’s Fall 2014 collection.

### ***Dior Homme SoHo***

*133 Greene St.*

*New York, NY 10012*