

APPAREL AND ACCESSORIES

Dior to release skiwear capsule with F1 champion Lewis Hamilton

July 16, 2024



Dior previews the skiwear capsule, out Oct. 17, 2024, in a new lookbook. Image credit: Dior/Alfredo Piola and Manuel Obadia Wills

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

French fashion house **Dior** is linking up with British Formula One driver Lewis Hamilton, announcing his appointment as menswear ambassador on Monday.

The seven-time world champion is also the brand's latest guest designer, collaborating with men's creative director Kim Jones. Out now, Dior previews the skiwear capsule in a lookbook as it prepares for an official in-store and online launch on Oct. 17, 2024.

"Working with Kim and the talented team at Dior has been a dream, and I was honored when Kim asked if I'd like to do this with him," said Mr. Hamilton, in a statement.

"Our values and ideas are aligned, making it easy to bring to life a creative collection infused with our shared experiences."

Winter-ready wear

A shared love of African artisanry between longtime friends Mr. Jones and Mr. Hamilton inspired the lifestyle offering.

The spring 2025 collection features apparel and accessories made from denim, tweed and other recycled and sustainably sourced materials. Fabrics manufactured in Burkina Faso, for instance, further support the theme.

The House is pleased to welcome F1 icon [@LewisHamilton](#) as the newest Dior Ambassador with the release of a winter-ready Lifestyle Capsule in a guest collaboration with Kim Jones. [#DiorLewisHamilton](#)
pic.twitter.com/4qqufbTRy5

Dior (@Dior) [July 15, 2024](#)

Sporting equipment crafted by Swiss snowboard manufacturer Factory 9 will additionally be made available in the fall, confirming the capsule's winter readiness.

Following a headlining British Grand Prix win, the release arrives before Mr. Hamilton, a mainstay among luxury brands ([see](#)

story), transitions to his new home of team Ferrari, leaving Mercedes-Benz after 12 F1 seasons.

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