

APPAREL AND ACCESSORIES

Dior brings fall/winter 2024 pop-up to Harrods

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Announced on Aug. 2, the ground-floor shop features a bright palette dominated by pink, green and orange designs. Image credit: Dior/Kristen Pelou

By EMILY IRIS DEGN FOR LUXURY DAILY NEWS SERVICE

French fashion house **Dior** is bringing its most vibrant pieces to British department store **Harrods**.

Neon designs from the fall/winter 2024 collection are now available at a 1960s-themed pop-up inside the U.K. retailer's Knightsbridge location. Guests can find rainbow-hued ready-to-wear, footwear, leather goods, accessories, jewelry and eyewear at the temporary shop through Aug. 25.

Vibrant venue

Announced on Aug. 2, the ground-floor pop-up features a bright palette dominated by pink, green and orange.

The shades are splashed across the autumn/winter designs by Maria Grazia Chiuri, creative director of women's collections at Dior. Displays in London show off the newest Lady Dior and Miss Dior bags, with dioramas in the exhibition windows creating a rainbow of purses in purple, aquamarine, daffodil, mint, mandarin, bubble gum and lime.

Neon delight.

Step into the heart of Harrods in London and discover the new **#DiorAW24** by Maria Grazia Chiuri pop-up, showcasing the electrifying splendor of the House's iconic bags in an exclusive palette of orange, pink, and green available only until August 25th. **#HarrodsxDior**

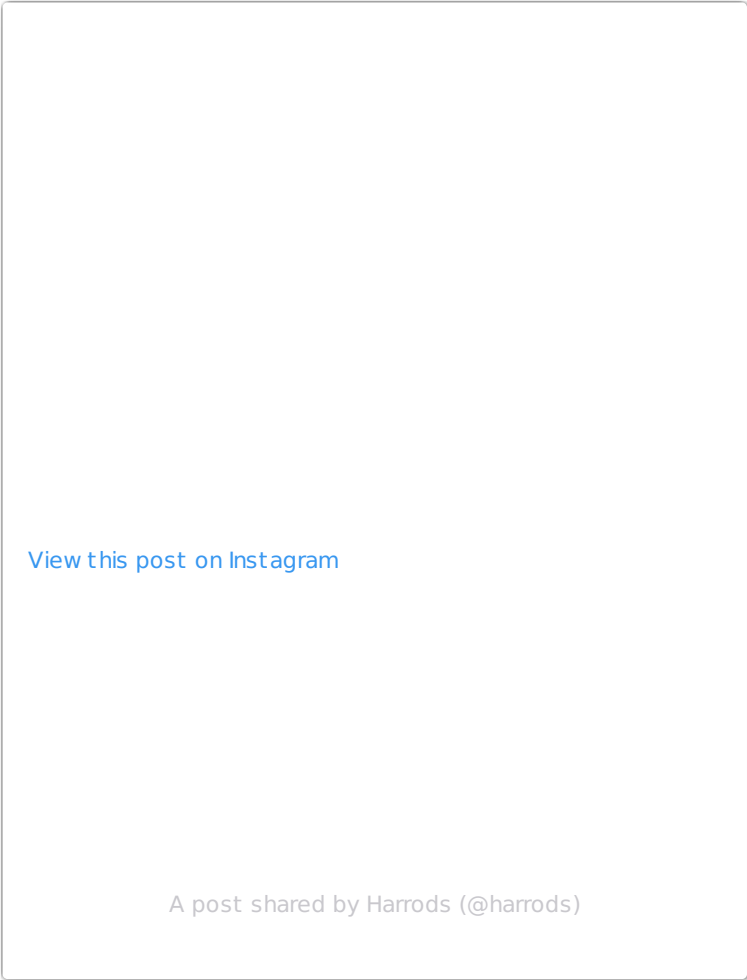
Dior (@Dior) **August 4, 2024**

Products sport graffiti prints, adding a sense of playfulness to knitwear, Parisian trench coats, the brand's Tribales earrings, scarves, jackets, belts, mules and skirts.

The liberated spirit of the 1960s is apparent throughout, even outside of the electric colors.

The "Miss Dior" font evokes the slogans written on students' protest signs during the decade, which is also the period in which the line was first imagined. French fashion designer brought forth the company's first-ever ready-to-wear line in 1967, naming it

after the hit fragrance that came out exactly 20 years earlier.



Customer videos and social media posts show a set-up that demonstrates how the house used to do screen printing in the 1960s. An on-site artisan makes miniature versions at a wooden table for visitors to take home with them.

For 70 years, Harrods has partnered with the storied luxury house, running in-store installations and staging events since 1953.

To honor this relationship and the anniversary of the department store ([see story](#)), 175 exclusive and numbered editions of the Dior Boot Tote and Miss Dior bag have been released. They are available for purchase at the pop-up.