

By Grace Cain

Dior's Kim Jones sheds light on his new capsule collection, menswear essentials and how to travel in style

Back to basics



Left, from left DIOR sweatshirt £490, trousers £720, bag £2,350 and sneakers £720, jacket £900, T-shirt £390, jeans £670, necklace £490 and sneakers £720, below jacket price on request, sweatshirt £490, trousers £630 and bag £910

Kim Jones, Dior Men's artistic director, is one of the lucky few who have achieved enlightenment in the art of travelling light. He's had plenty of practice; the frequent family relocations that punctuated his childhood have been followed by a career that often takes him from one side of the world to the other. For Jones, though, packing is stress-free because he has streamlined his wardrobe. And fortunately for the sartorially challenged, he has now transformed his personal uniform of luxurious, timeless basics into a new seasonless collection, aptly named Dior Essentials.

As well as offering all the building blocks of the modern wardrobe, much of the collection lends itself to a travel wardrobe. Take the classic grey cotton sweatshirt (perfect for a long-haul flight), or the minimal T-shirts that will henceforth provide the basis for all your off-duty looks. Then there's tailoring. Even if you're travelling for pleasure rather than business, it's worth keeping a formal outfit in reserve – you never know who might invite you to dinner.

Of course, there's no sense in having the perfect travel wardrobe if you have no way of taking it with you. This is where Jones comes to the rescue again. He's joined forces with Rimowa to create a range of luggage that promises to make travel stylish again. The minimal graphic designs perfectly combine form and function. Comprising cabin bags, suitcases and hand cases, the standout pieces are those that are emblazoned with the iconic Dior Oblique pattern. Bold, innovative and (of course) stylish, it's no wonder they are flying into the hands of the world's most style-savvy travellers.

We caught up with Jones to hear about his style staples, the importance of travel, and what men want from fashion.

First things first: what should every stylish man own?

A good coat is a must. I love outerwear, great knits and tailored trousers, plus chic casualwear for travelling.

Do you have a personal uniform?

Yes, I do. I usually wear all black, because working with clothes makes me want to just get up and go, without too much effort. I'm normally wearing a black coat or jacket, a black tee or knit, and black tailored trousers teamed with Dior boots or white sneakers.



Above, from top DIOR AND RIMOWA clutch bag and cabin suitcase, prices on request

Travel Goods & Luggage, Lower Ground Floor and Menswear, Second Floor

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What do men want from fashion?

Clothes that make them feel confident and comfortable – that's the key nowadays, when formality isn't a necessity but people still want to feel smart.

How does the Dior Essentials collection do that?

It provides a wardrobe for all types of men. There are things that you need for day-to-day life, and things for more formal occasions. Either way, these are clothes that make you feel great about yourself.

But trends constantly change. Is it ever possible to create clothes that are timeless?

Luxury clothing *is* timeless. You will always be able to wear the Dior Essentials collection, and you can mix it up with a seasonal offer.

How does the collection reflect Dior's codes?

It's elegant, chic and has that element of couture.

It's interesting to see how that couture aspect is translated into everyday items such as jeans – what makes Dior's so special?

We make all of our selvedge denim in Japan, which offers something authentic to a denim connoisseur such as myself.

For me, the perfect pair of jeans is a single-wash (or even raw) regular fit with a straight leg that will adapt to my form over time.

Let's talk tailoring. What should we be looking for?

Tailoring shouldn't be uncomfortable. It should move with you, and you should feel great when you wear it.

As someone who has spent their whole life travelling, you must be an expert in what makes the perfect luggage. Which piece from your collaboration with Rimowa do you use the most?

I am constantly packing! I particularly like the mini Rimowa. You can use it for watches or documents, and it can either be carried in your case or worn separately.

What's the best thing about travel?

It's an escape from the daily routine. It feeds me with ideas. □

