



APPAREL AND ACCESSORIES

# Paris Saint-Germain players rock Dior wardrobe updates in new campaign

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*Six of PSG's members star in a film corresponding with the new look. Image credit: Dior*

By ZACH JAMES

French fashion house Dior is working with a successful soccer team once again, furthering their existing partnership.

Celebrating two years as the Paris Saint-Germain (PSG) football club's official formalwear tailor, the maison is releasing a new look created by the label's menswear director Kim Jones for the 2023 and 2024 season. Spotlighted in digital content, the move further solidifies Dior as a force within the soccer sphere and the greater sports world.

"Sports have a unique ability to create emotional connections with fans. Luxury brands such as Dior, can tap into these emotional connections by aligning themselves with a team such as Paris Saint-Germain and gain stronger customer loyalty, reach new customers and stronger brand affinity," said Christos Joannides, founder and creative director of [Flat 6 Concepts](#), Los Angeles.

"The objective is to attract attention from both soccer fans and fashion aficionados, and convey how detail-oriented and how meticulous everything is done behind the scenes."

Mr. Joannides is not affiliated with Dior, but agreed to comment as an industry expert.