

Dior's 2022 Menswear Show... Everyone is talking about it, But what are they saying?

Kim Jones utilized storytelling to showcase Dior menswear, having models “walk on words.” But K-pop fans were left disappointed, as the Dior ambassador Shuen was a no show on the runway.

Style

By [Lauren Sullivan](#)



Mmscene.com / DIOR

Kim Jones got all of the fashion world buzzing about his latest Menswear Collection for Fall 2022 in London, England December 9, 2021. The show's production paid tribute to *On the Road* author Jack Kerouac. *On the Road* was a cultural shift for the post World War II era. The basis of the novel highlights that the American culture is filled with sex, drugs and a lost youth, but also freedom. Jones draws a parallel between the 1957 novel's shift of literature at the same time as Dior's shift of fashion.

The runway was transformed into a 36 meter scroll of Kerouac's second novel. The models walked across the runway over a replica of the original script, sporting exquisit jackets, coats and other outerwear. . The catwalk became a symbol of walking an open path to freedom.



Mmscene.com / DIOR

The show however, did not feature K-pop sensation Sehun. Sehun has been a huge draw for the Dior brand as a whole. With expectations of his presence, tons of viewers tuned into the virtual live stream of the show. Fans were expecting to see him walk and were disappointed when he wasn't featured. The livestream feed comments were flooded with comments about this K-pop star. Although he was not in the show, having Sheun as a Dior Menswear Ambassador has proved to be a keen decision by Dior. Sehun has introduced many new Dior fans to the brand. Jones perfectly chose the pop star specifically to create buzz, which paid off and drew lots of positive publicity.

Despite the show's absence of Sehun, it was a hit! The collection, the music, and the overall production drew accolades from fashion insiders and notables. The show featured a lot of neutral outerwear with hints of muted and sage green. All the pieces are versatile; they were styled with layers creating a casual streetwear vibe. The more structured pieces, the vests and suit jackets can be worn in the office and then transitioned to more of an after hours / evening look. The show also featured a wide variety of textures and fabrics. This collection has something for everyone.



Mmscene.com / DIOR

I believe that this collection has something for everyone. There is range and depth throughout the whole show. I'm curious to see how all these pieces are uniquely rocked by everyone. This show was overall killer and the only way Jones will be able to top this show is having Sehun walking in the next one!

Must Read

Fitness



The Real-Life Diet of Shaquille O'Neal, Who Got a Wake-Up Call at His Last Checkup

BY JOE HOLDER



Culture

Nicolas Cage Can Explain It All

BY GABRIELLA PAIELLA



Sponsored Content

The Ultimate Guide to SLO CAL's Burgeoning Culinary Scene

SPONSORED BY
VISIT SLO CAL



Since 1957, GQ has inspired men to look sharper and live smarter with its unparalleled coverage of style, culture, and beyond. From award-winning writing and photography to binge-ready videos to electric live events, GQ meets millions of modern men where they live, creating the moments that create conversations.

