

# DIOR

AIR DIOR - Shoes

## On-screen:

Here's a video featuring sneakers from Dior. In the first sequence, we can see a model wearing Dior air shoes. The next scene is characterized by a few steps in the manufacturing process of a pair of these Nike shoes. Next, a model is being dressed by the artistic director. The latter shows the different models of Air shoes to another man.

## Voice-over:

When I first started buying Jordans,  
I was at school and me and my friends used to share a pair  
because we couldn't afford to buy a pair ourselves.  
So we'd have it part-time.  
We would wear them even if they were the wrong size for us  
because we were such geeks about them.  
We were just like most boys  
when they were really wanting shoes and it was hard to get them.  
These are my \$8 find, in a flea market in San Francisco.  
- Basketball traces. - Exactly.  
- How old are them? - Thirty?  
Thirty-five years old?  
I've got some here,  
which are the original ones from 1985  
that I picked up in Japan a while ago.  
These are completely worn out.  
People freak out because these are very, very rare.  
I then got Takashi Murakami to draw on them.

## Inlay:

KIM JONES  
DIOR, ARTISTIC DIRECTOR OF MEN'S COLLECTIONS

## Voice-over:

AJ1s started sneaker culture.  
There is no other shoe than that.  
So, people collecting shoes,  
people chasing shoes, it all started with the AJ1.

## On-screen:

In the next scene, we can see a man being interviewed.

## Inlay:

MARTIN LOTTI  
JORDAN BRAND, VP OF DESIGN

**Voice-over:**

And this was the one that we really looked at for the Jordan.  
When we were working on the project,  
we wanted it to be really authentic.  
I didn't want to change it up too much,  
I just wanted to make it...

**THIBAUT DENIS:**

- To look like an AJ1.

**MARTIN LOTTI:**

- Yeah exactly.

**On-screen:**

In the next sequence, it is possible to see all the pieces from beforehand neatly packed in boxes. Then we see different models of different colours of the shoes, which are examined by the two men.

**Inlay:**

THIBAUT DENIS  
DIOR, HEAD MEN'S FOOTWEAR DESIGNER

**On-screen:**

We can then distinguish several stages of hand manufacturing of Air Dior shoes where all the details are highlighted. We can also see models dressed with haute couture clothes sewn by stylists. Finally, we can observe these models posing wearing the same shoes and other outfits of the same brand.

**Voice-over:**

We kept the shape.  
Same size of the stitching: 1.1 cm.  
This is a perfect collision of authenticity,  
from the court, from the game.  
And then you're mixing this up with luxury and craft to a level  
that has never been done before.  
The choices of material, for example.  
It's a material that we have never used.  
When we started doing the Jordan,  
I was like, it has to be Dior grey.  
It's the Monsieur Dior colour.  
And there is the little wink to one AJ1 that is neutral grey.  
Basically, it's constructed like a bag.  
The leather was Italian, so we have the edge painting as well.  
We have a larger swoosh on ours  
because we wanted to have the Oblique very visible.  
But the best part of it actually is when you take the sock liner out,  
the strobil line has the Dior pattern in it as well.  
So, every detail has been truly obsessed.  
So, from the get-go,  
we knew that it couldn't just stop with the AJ1,  
it had to be a full collection.  
So, we created an entire outfit from head to toe.

We went to the archives, both for Dior and Jordan,  
basically picking the best silhouettes,  
the ones that were each best known for.  
The inspiration behind it goes right back to Michael Jordan  
and what he was wearing on and off the court.  
Jordan always had more sophistication  
as well as the street edge than any other player.  
Nowadays, when you talk about things  
like why we do a sneaker with a couture House,  
it's what a modern man wears.  
So, it makes sense to do it  
and it's great to do it with your favourite sneaker of all time.

**Inlay:**

RUI HACHIMURA  
TRAVIS SCOTT  
AIR DIOR