Kim Jones unveils Dior beachwear capsule with Parley for the Oceans

By Godfrey Deeny - 15 April 2022

Kim Jones has unveiled a new Dior beachwear collab with Parley for the Oceans, in the latest fashion linkup by the eco-activist group.
The new collection by Dior men’s creative director Jones includes logo sneakers, athletic sandals, polo shirts, beach totes and parkas.

The capsule is part of the ecological organization’s strategy entitled Parley Air: Avoid, Intercept, Redesign.

“Their debut collaboration introduces a selection of environmentally conscious pieces that embodies the house’s desire to move towards a more eco-innovative, sustainable future for fashion,” the Paris fashion house said in a release, heralding the range as “unique celebrations of nature.”

Including flippers, snorkels, sun glasses, beach hats, hold bottles and hoodies the Dior Men Beach capsule, #DiorParley, collection begins retailing on April 14.
Previously, New York-based Parley for the Oceans has created several eco-friendly sneakers with Adidas, composed of plastic bottles, fishing nets and debris recycled from the sea.

The organization has developed a Clean Waves range with singer M.I.A. and linked up with Stella McCartney.

In conjunction with the government of the Maldives, Parley for the Oceans already collects 80 to 120 tons of plastic from the ocean each month and hopes to extend its partnerships to other island nations.

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