



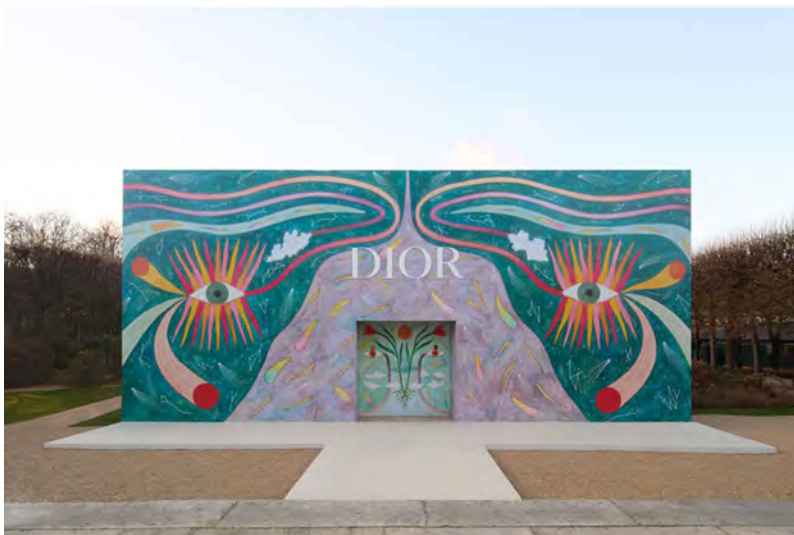
rithika merchant's embroidered flower installation blossoms around dior SS25 show

design 173 shares connections: 58



RITHIKA MERCHANT'S INSTALLATION ENHANCES DIOR SS25

For Dior's Spring/Summer 2025 haute couture show, scenography takes center stage with *The Flowers We Grew*, an installation by artist Rithika Merchant. The project, commissioned by the creative director Maria Grazia Chiuri and brought to life by the skilled artisans of Mumbai's Chanakya ateliers and Chanakya School of Craft, transforms the venue at the Musée Rodin into a striking environment. The setting replicates Merchant's original paintings in embroidered form, creating an immersive atmosphere that complements the collection's themes of memory, transformation, and nature. Visitors can explore the installation at the Musée Rodin until February 2, 2025.



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THE FLOWERS WE GREW: MERGING ART AND COUTURE

The scenography installation for Dior's Spring/Summer 2025 show, *The Flowers We Grew*, forms a vivid and emotive backdrop to Maria Grazia Chiuri's latest haute couture creations. Conceived by Rithika Merchant and brought to life by the skilled embroiderers from Mumbai, the setting comprises nine monumental panels that translate Merchant's original paintings into intricate embroidery. Depicting plants, animals, mythical creatures, and symbolic motifs such as eyes, the artwork by the Indian visual artist draws on the natural world to weave a layered narrative.



The result is an immersive installation that fosters a seamless dialogue between art and fashion. Its organic shapes and meticulous detailing resonate with the collection's themes of contrast and transformation, positioning the scenography as an essential element of the storytelling.



The Flowers We Grew by artist Rithika Merchant

MARIA GRAZIA CHIURI'S REINTERPRETATION OF ICONIC SILHOUETTES

In keeping with the scenographic themes, Maria Grazia Chiuri's SS25 collection draws on Dior's rich heritage while reinterpreting iconic silhouettes for today. A nod to the Trapèze line, first introduced by Yves Saint Laurent in 1958, exemplifies Chiuri's approach to sartorial memory and reinvention. Her designs reflect a dialogue between structure and fluidity, with modernized crinolines revealing their construction, lace-trimmed tulle culottes embodying playful femininity, and floral-embroidered bustiers celebrating nature's beauty.

One standout piece revisits the Cigale silhouette from Dior's autumn-winter 1952-1953 collection, now reimagined in moiré fabrics as a tailored tailcoat and skirt ensemble. Black coats, delicately embroidered gowns, and feather-embellished capes add to the collection's balance of bold silhouettes and fine detailing. A three-dimensional burnished silver embroidery further amplifies the collection's surreal yet timeless quality.



the setting comprises nine monumental panels



the panels translate Merchant's original paintings into intricate embroidery



the works depict plants, animals, and mythical creatures



the Indian artist draws on the natural world to weave a layered narrative



the immersive atmosphere complements the collection's themes of memory, transformation, and nature



the installation is characterized by organic shapes and meticulous detailing



symbolic motifs such as eyes complete the artwork



The project is brought to life by the skilled artisans of Mumbai's Chanakya ateliers and Chanakya School of Craft



the scenography serves as an essential element of the show's storytelling



Maria Grazia Chiuri's collection draws on Dior's rich heritage while reinterpreting iconic silhouettes







project info:

name: The Flowers We Grew

artist: Rithika Merchant | @rithikamerchant

realized by: Chanakya ateliers, Chanakya School of Craft

brand: Dior | @dior

creative director: Maria Grazia Chiuri | @mariagraziachiuri

dates: February 2, 2025

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