

All The Rage

MUSINGS ON THE CULTURE OF KEEPING UP APPEARANCES

Dior Homme Beverly Hills unveils Aaron Curry sculpture



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Artist Aaron Curry and the Kris Van Assche commissioned sculpture recently installed in front of Dior Homme's 315 N. Rodeo Drive boutique. (Sarah Trigg; Michael Urbaneck)

By Adam Tschorn

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An Aaron Curry sculpture commissioned by Dior Homme artistic director Kris Van Assche has been installed in front of the luxury brand's Rodeo Drive flagship, the label announced Thursday.

At the same time, and on the opposite side of the country, the brand took the wraps of another Van Assche-commissioned art installation -- this one by Matt Keegan -- in front of the brand's 57th Street flagship in Manhattan.

In the press release unveiling the two new, permanent site-specific installations by contemporary artists, the luxury brand called it "part of an ongoing initiative that aims to enhance Dior Homme's tactile and interactive retail experience ..."

The artists' sculptures join existing original works on display in other U.S. Dior Homme locations including a wall sculpture by Robert Montgomery at Dior Homme Soho in Manhattan and a Bruce Weber film at Dior Homme Miami.

[Dior Homme](#) passed along the following quote from Curry regarding his inspiration for the piece: "It is dealing with people dealing with their own bodies and thinking about covering their skin; the way that people obsess about their own bodies before getting dressed—it seemed particularly appropriate for L.A.!"

Curry should know of what he speaks; although born in San Antonio, Curry lives and works in the City of Angels and received his MFA from the Art Center College of Design in Pasadena.