

Dior Selects Rachele Regini as Face of Lady 95.22 Campaign

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The house of Dior has turned to a familiar face for its latest campaign: Rachele Regini, the daughter of its women's-wear creative director Maria Grazia Chiuri.

Regini, who has been working behind the scenes as a cultural consultant for Dior over the past few years, now steps in front of the camera to star in the brand's "manifesto campaign" for the new Lady 95.22 handbag.

The campaign & accessory in focus

The campaign was shot by renowned photographer Brigitte Lacombe and features Regini in monochrome imagery, styled in wide-leg jeans, black boots and a cashmere coat, and posed with the new Lady 95.22 handbag — crafted in matelassé leather with the signature cannage motif.

Dior describes the Lady 95.22 as "a virtuoso reinterpretation" of the classic Lady Dior line — thus marrying heritage and reinvention.

Significance for Dior & luxury fashion

Choosing a team-insider and the creative director's daughter as campaign muse underlines Dior's emphasis on authenticity, internal talent and continuity of brand heritage. Moreover, the launch of Lady 95.22 signals the house's desire to evolve its flagship accessories lines by blending legacy design with modern reinterpretation.

In addition, it reflects broader trends in luxury fashion where brands highlight deeper storytelling, familial roots and cultural alignment — rather than just celebrity endorsement.

The handbag: Lady 95.22

The Lady 95.22 positions as an evolution of the Lady Dior. With matelassé leather and the iconic cannage pattern, the bag nods to Dior's foundational design codes while introducing a fresh name and campaign context.

Overall its styling in black and white campaign imagery emphasises minimalism and timelessness — aimed at buyers who value understated luxury alongside design heritage.

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