

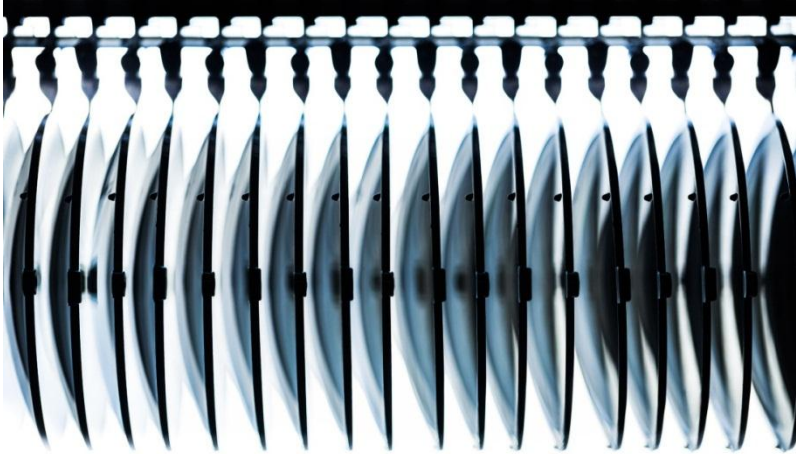
GRAPHIC LENSES:
A SIGNATURE STYLE



A DISTINCTIVE LOOK REVEALED ON DIOR SUMMER 2014 FASHION SHOW
WITH DIORSOREAL



EPITOME OF THE CHALLENGED KNOW-HOW, A HANDMADE PROCESS
TESTIMONY OF DIOR'S EVER GROWING CREATIVITY



THE MAKING OF A GRAPHIC LENS



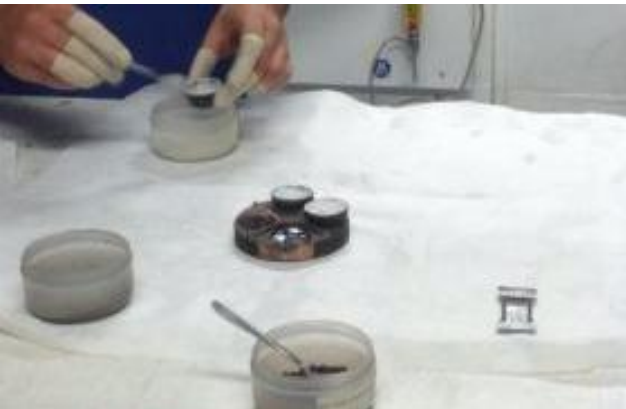
Moulded lenses are checked and separated



After the anti-scratch treatment, the lenses are stamped to define the graphic line



The bottom part of the lenses is covered



Chemical components are hand-dosed to produce the mirror coating



Lenses are placed on the support of the oven



The stamping is hand-removed and lens quality is controlled. The lens is then cut at the right dimensions and mounted on the frame

NEW IDEAS, NEW LENSES



DiorSoReal linear mirrored lenses, January 2014



DiorMetallic, August 2014



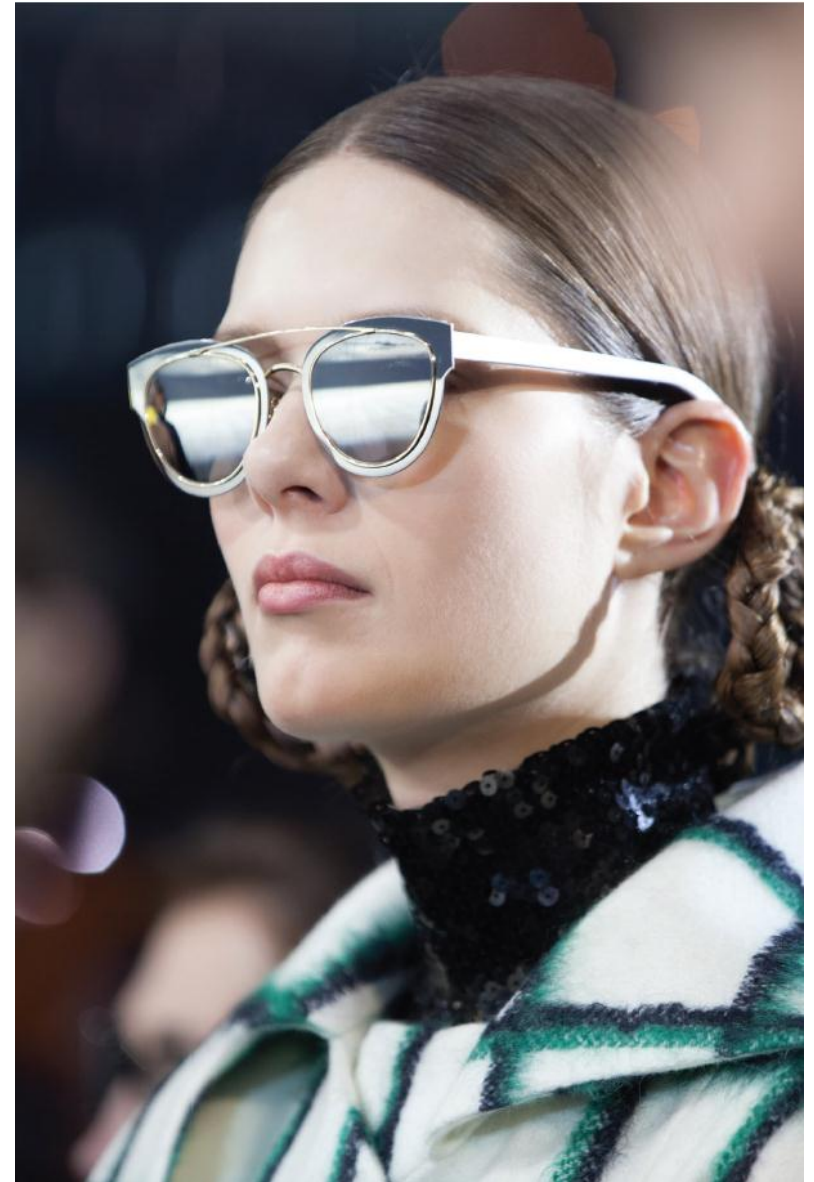
DiorGraphic, January 2015



DiorSoReal double mirrored lenses, January 2014



DiorChromic, August 2015



A SUCCESS IN PRESS

