

THE BRAND

DIOR

HISTORY AND BRAND CODES



CHRISTIAN DIOR: BUSINESS MAN AND VISIONNARY



IT ALL STARTED IN 1946, AT 30 AVENUE MONTAIGNE



FEBRUARY 12th, 1947: A SHOCK WAVE



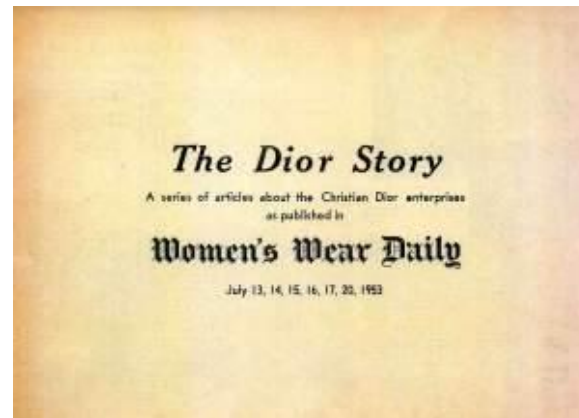
The first Haute Couture collection by Christian Dior creates shock waves and seduces the entire planet

« It's such a New Look! »

Carmel Snow



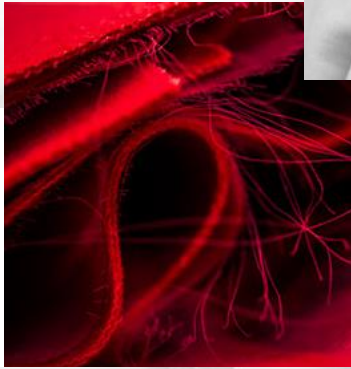
CHRISTIAN DIOR: THE FIRST COUTURIER ON TIME MAGAZINE'S COVER



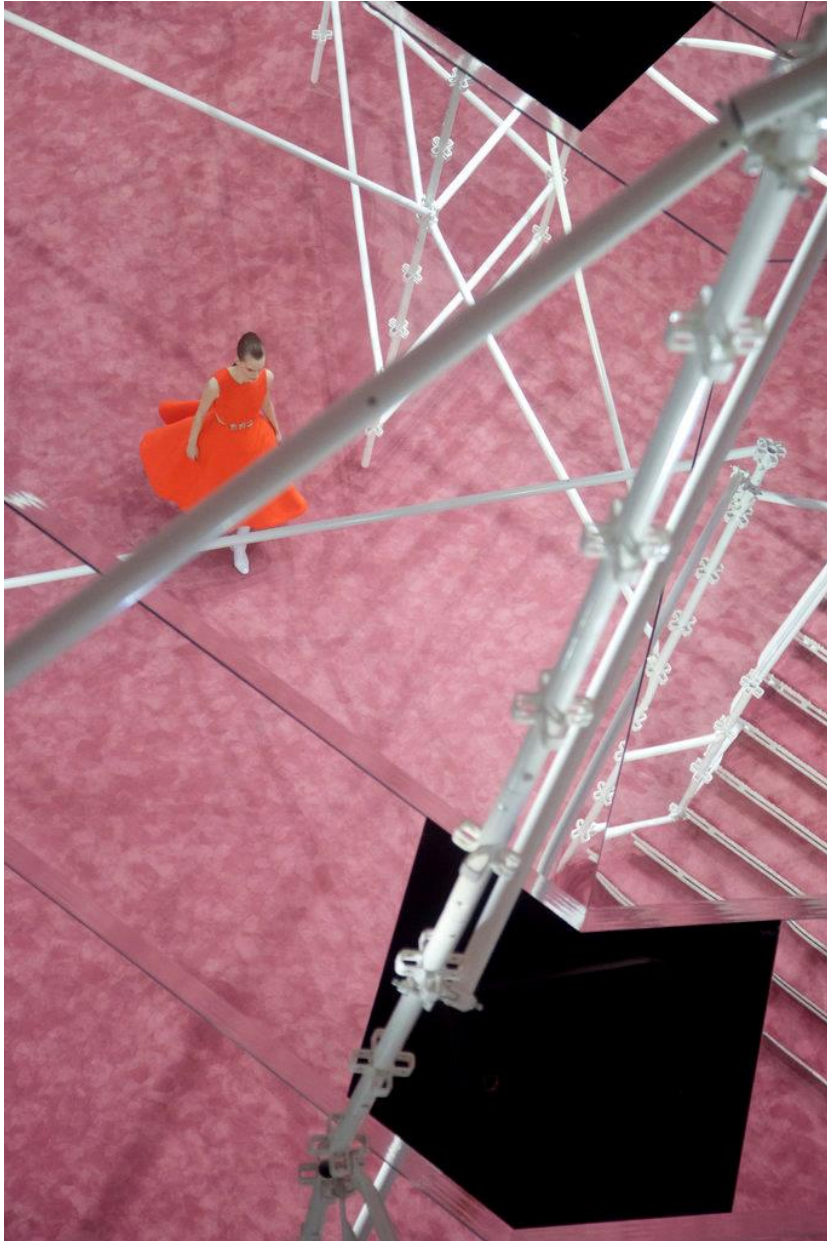
EXCELLENCE OF THE COUTURE ATELIERS, THROUGH THE YEARS



HAUTE COUTURE, A UNIQUE KNOW-HOW, A LABORATORY FOR CREATIVITY



HAUTE COUTURE SHOWS, SPECTACULAR FROM THE CLOTHES TO THE SET



FROM A COUTURE HOUSE TO A GLOBAL BRAND...



...A BUBBLING CREATIVITY IN ALL PRODUCT CATEGORIES



REACTUALISATION OF ICONIC SHAPES FROM CHRISTIAN DIOR FOR EACH COLLECTION: THE BAR JACKET



Cruise 2016



PreFall 2015



Summer 2015



Winter 2014



THE CANNAGE: AN ICONIC PATTERN



Dior LadyLady

Emblematic pattern of the Dior House, inspired by the straw seat of the well-known Napoleon III gilt chairs, which Christian Dior chose for the setting of his first Haute - Couture fashion show in 1947



THE OVAL MEDALLION



Diorissimo



A detail inspired by the Louis XVI style furniture, so dear to
Monsieur Dior

