

# sunglassstyle

\*edition 9\*

Who is the  
New Face  
of  
Dior?

So Very  
Hot  
Right  
Now

Christian Dior  
Style Icon

KNOW YOUR BRANDS

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# The Stats

**Founded** 1946

**Founder** Christian Dior

**Country of Origin** France

**Creative Director** Raf Simons (*current*)

# Social Media

[www.facebook.com/Dior](http://www.facebook.com/Dior)

14,570,606 followers

[twitter.com/Dior](https://twitter.com/Dior)

6.17M followers

[instagram.com/dior/](https://instagram.com/dior/)

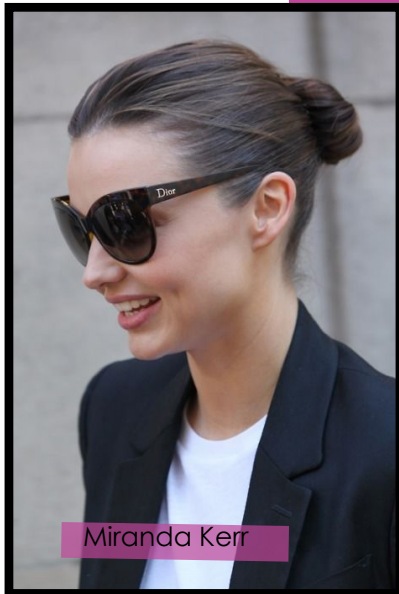
6.3M followers

[www.pinterest.com/dior/](http://www.pinterest.com/dior/)

67.7k followers



# Whos wearing Dior



Miranda Kerr



Rihanna



Gwen Stefani



Kylie Jenner



Jessica Simpson



Emily Blunt



Olivia Palermo





# Christian Dior

## Style Icon

Christian Dior was born in Granville, a seaside town on the coast of Normandy, France, the second of the five children of Maurice Dior, a wealthy fertilizer manufacturer (the family firm was Dior Frères), and his wife, the former Isabelle Cardamone. He had four siblings: Raymond (father of Françoise Dior), Jacqueline, Bernard, and Catherine Dior. When Christian was about five years old, the family moved to Paris, but still returned to the Normandy coast for summer holidays.

Dior's family had hopes he would become a diplomat, but Dior was artistic and wished to be involved in art. To make money, he sold his fashion sketches outside his house for about 10 cents each. In 1928, Dior left school and received money from his father to finance a small art gallery, where he and a friend sold art by the likes of Pablo Picasso. Three years later, after the death of Dior's mother and brother and a financial disaster in the family's fertilizer business, during the Great Depression, that resulted in his father losing control of Dior Frères, the gallery had to be closed.

From 1937, Dior was employed by the fashion designer Robert Piguet, who gave him the opportunity to design for three Piguet collections. Dior would later say that 'Robert Piguet taught me the virtues of simplicity through which true elegance must come.' One of his original designs for Piguet, a day dress with a short, full skirt called "Cafe Anglais", was particularly well received. Whilst at Piguet, Dior worked alongside Pierre Balmain, and was succeeded as house designer by Marc Bohan – who would, in 1960, become head of design for Christian Dior Paris. Dior left Piguet when he was called up for military service.

In 1942, when Dior left the army, he joined the fashion house of Lucien Lelong, where he and Balmain were the primary designers. For the duration of World War II, Dior, as an employee of Lelong — who labored to preserve the French fashion industry during wartime for economic and artistic reasons — designed dresses for the wives of Nazi officers and French collaborators, as did other fashion houses that remained in business during the war, including Jean Patou, Jeanne Lanvin, and Nina Ricci. While Dior dressed Nazi wives, his sister Catherine (1917—2008) who served as a member of the French Resistance, was captured by the Gestapo, and sent to the Ravensbrück concentration camp, where she was incarcerated until she was liberated in May 1945.

On 8 December 1946 Dior founded his fashion house, backed by Marcel Boussac, a cotton-fabric magnate. The name of the line of his first collection, presented in 1947, was Corolle (literally the botanical term corolla or circlet of flower petals in English). Dior's designs were more voluptuous than the boxy, fabric-conserving shapes of the recent World War II styles, influenced by the rations on fabric. He was a master at creating shapes and silhouettes; Dior is quoted as saying "I have designed flower women." His look employed fabrics lined predominantly with percale, boned, bustier-style bodices, hip padding, wasp-waisted corsets and petticoats that made his dresses flare out from the waist, giving his models a very curvaceous form.

Initially, women protested because his designs covered up their legs, which they had been unused to because of the previous limitations on fabric. There was also some backlash to Dior's designs due to the amount of fabrics used in a single dress or suit. During one photo shoot in a Paris market, the models were attacked by female vendors over this extravagant use of material, but opposition ceased as the wartime shortages ended. This new look revolutionized women's dress and reestablished Paris as the center of the fashion world after World War II.

Dior died while on holiday in Montecatini, Italy on 23 October 1957. Some reports say that he died of a heart attack after choking on a fish bone. *Time Magazine*'s obituary stated that he died of a heart attack after playing a game of cards. However, one of Dior's acquaintances, the Paris socialite Baron de Redé, wrote in his memoirs that contemporary rumor was that the heart attack had been caused by a strenuous sexual encounter. As of 2015 the exact circumstances of Dior's death remain undisclosed.



# Hot Right Now

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• CD DIORFRISON2 DJS  
\$479.90



• CD DIORVOLUTE2 SS7  
\$569.90



• CD DIOREXTASE1 QSH  
\$599.90



• CD DIORENVOL3 LVG  
\$549.90



# Dior

Christian Dior, commonly known as Dior, is a European luxury goods company controlled and chaired by French businessman Bernard Arnault.

Founded in 1946 by the influential designer Christian Dior, today the company designs and retails ready-to-wear, leather goods, fashion accessories, footwear, jewelry, timepieces, fragrance, make-up, and skincare products while also maintaining its tradition as a creator of recognized haute-couture (under the Christian Dior Couture division).

While the Christian Dior label remains largely for women's offerings, the company also operates the Dior Homme division for men and the baby Dior label for childrenswear.

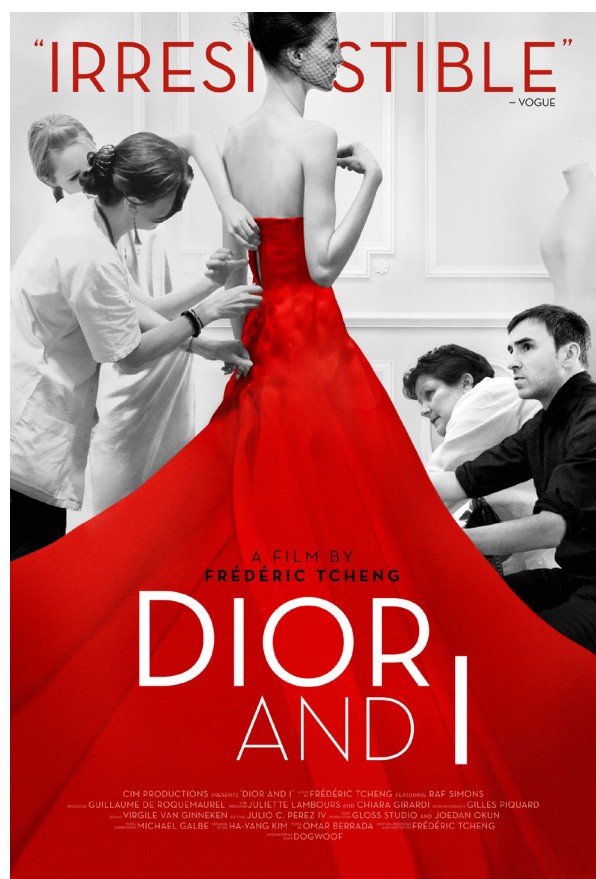
# Dior and I

Dior And I is a tantalising 'behind-the-seams' glimpse at the making of Raf Simons' first haute couture collection for Christian Dior in 2012.

Established in the fashion world as a minimalist designer, Simons has both his reputation and the legacy of Dior on the line when appointed Creative Director of the iconic Parisian brand. With only eight weeks to complete the collection, Simons and his dedicated group of collaborators work against time to make his vision a sublime reality.

Melding the everyday, pressure-filled world of fashion with mysterious echoes from Dior's past, the film is also a colourful homage to the long-serving seamstresses at the couturier, as history is once again created at Dior.

This is a great insight into one of the biggest brands in the fashion industry. DVD out now!





# Rihanna

## The new face of Dior

Rihanna is making history! The singer has been named as the new face of Dior, and she is the first black woman ever to front the high fashion brand!

Rihanna, 27, is officially the new Dior girl! The big news was revealed on March 13 and marks the first time a black woman has been announced as the face of the French fashion house. RiRi makes her first appearance for Dior in the brand's "Secret Garden" campaign in Spring 2015.

Rihanna is joining the likes of Jennifer Lawrence, Charlize Theron and Natalie Portman as the face of Dior. It doesn't come as a surprise that Rihanna would land such an impressive gig given her incredible red carpet looks over the years.

This announcement is a high point for the iconic fashion brand. Rihanna is the first and only black woman — yet — to be the face of Dior. This opens Dior up to a world of possibilities for spreading diversity across the brand.

Rihanna will appear in the fourth episode of Dior's "Secret Garden" video series. The campaign is scheduled to run in Spring 2015. The film and print campaign features models walking around the lavish Palace of Versailles in stunning Dior gowns.

