

ICONIC Dior

This year marks the 70th Anniversary of the fashion house DIOR – here is a little information about where it all started.

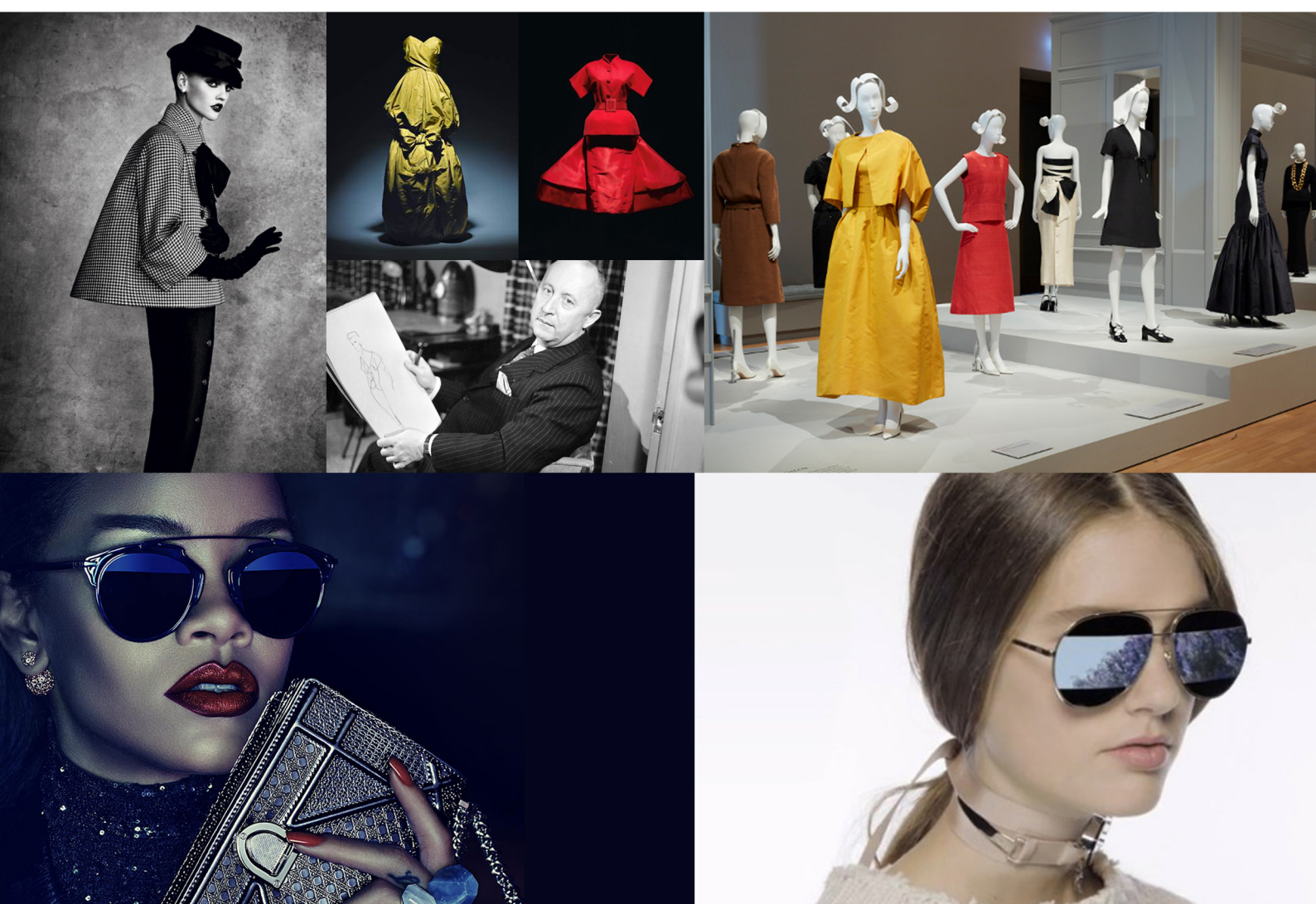
Christian Dior began his fashion career late in life. Following political science studies and a career running two successive art galleries between 1928 and 1934. Dior commenced working as a fashion illustrator, producing sketches for local newspapers, such as Le Figaro. In 1938 Dior was hired as design assistant for Robert Piguet and, after his war service, in 1941 went to work for the fashion house Lucien Lelong as a junior designer, where he remained for the next five years.

Dior opened his couture house, Christian Dior, on 16 December 1946 with a staff of sixty at 30 Avenue Montaigne, Paris. Launching his first spring-summer collection the following year, on the 12 February 1947, Dior introduced a new post-war silhouette comprised of rounded shoulders, boned bodices, padded hips and full skirts made with an abundance of fabric that reaffirmed ideals of femininity and luxury in fashion. The art of seduction, creativity, femininity and luxury are the perennial signatures of the Dior international style. With his very first collection, Monsieur Dior stepped straight into the ranks of the avant-garde and his fashion house has been setting the pace ever since with his designs frequently worn by film stars, aristocrats and Royalty.

There has been six successive designers following Christian Dior's sudden death in 1957, including the esteemed designers Yves Saint Laurent, Marc Bohan, Gianfranco Ferré, John Galliano, Raf Simons and Maria-Grazia Chiuri who have each added to the prestige history of the fashion house.

Dior continues to push the boundary in the realm of sunglasses. Their designs are innovative and modern — real fashion statements. The brand has been on a major trajectory since 2014 with iconic styles as 'So Real' and the new 'Split 1' aviator driving their business.

To celebrate the anniversary dedicated Galas and exhibition's have been happening around the world from Paris to the rather local NVG (Melbourne, Australia) .



The Story of Dior: 30 Avenue Montaigne.



Places are like people. A glance, a chance encounter, an impression will tie you to them forever. As soon as he saw it he had to have it. Passing in front of 30 Avenue Montaigne, Christian Dior knew that this little townhouse would be home to his couture label.

Still today, the beating heart of Dior is at Number 30 Avenue Montaigne and the Townhouse continues to inspire its designers.

Dior Fun Fact



The inspiration behind the Dior Reflected Pixel came from a lamp shade the creative director noticed while waiting at the dentist!