



DIOR 2020 COLLECTIONS



Cruise 2020 Fashion Show

A dialogue between cultures



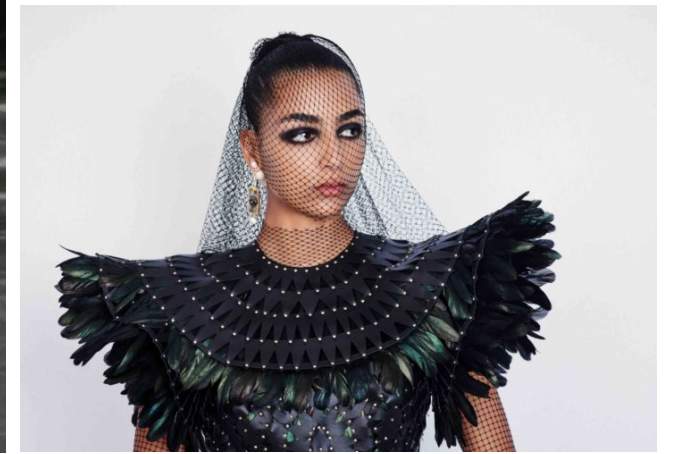
To celebrate the intersection of **Mediterranean, European and African cultures**, Maria Grazia Chiuri worked with **local artisans**, to produce narrative and expressive beading and **African-inspired patterns** with lions and mythological creatures.

The show took place in **Marrakech**, in the ancestral El Badi palace. The scenography on the show featured candles, a large fireplace and handmade carpets.

Cruise 20 fashion show : Orchestration of the visibility with VIP & bloggers

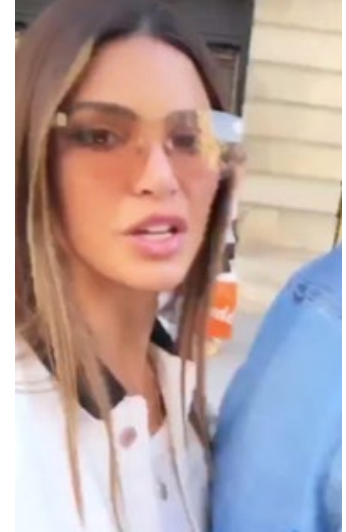
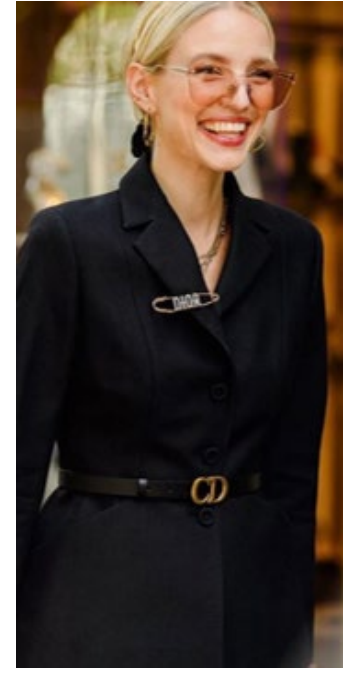
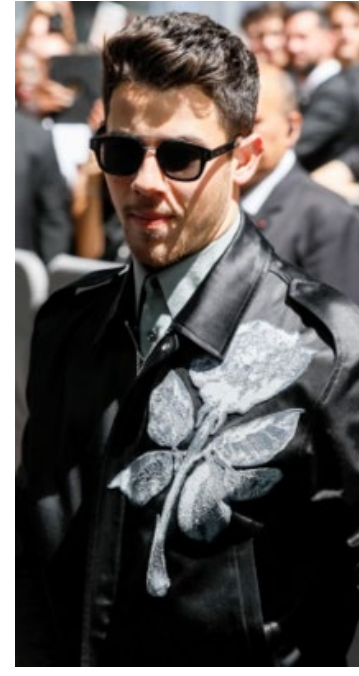
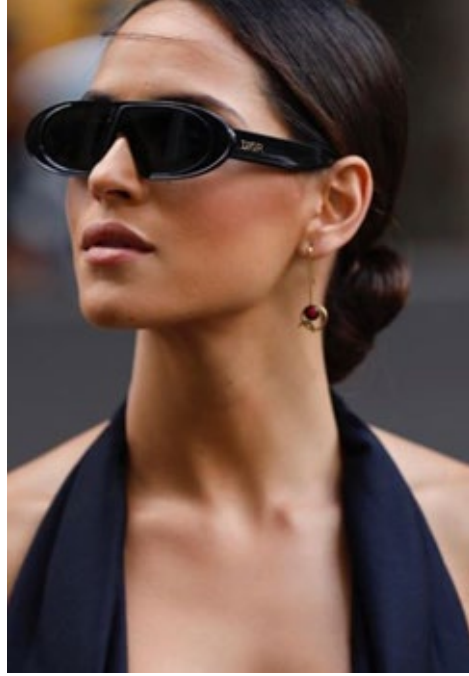


Autumn-Winter 2020 Haute Couture Show



The reflections of architect Bernard Rudofsky pushed Maria Grazia Chiuri to explore **the relationship between haute couture and architecture**. This collection explores the **relationship between body, clothing and habitat** with space and time. These designs draw inspiration from works by **feminist artist Penny Slinger** - who designed the scenography. The fashion show took place in the Dior Hotel Particulier, Montaigne, the House's iconic address.

Haute Couture Show : Orchestration of the visibility with VIP & bloggers





2020
DIOR SUN COLLECTION

30Montaigne

NEW SIGNATURE FAMILY



The styles

- Statement line thanks to a bold CD logo signature on the temples
- **Perfect mix of design and functionality:** the CD logo in metal folds on the hinge for a distinctive identification
- **Ultra-thin and flat construction** to underline the shapes of the styles
- The flat front folds on the side to form the temples in its continuity
- Two contemporary designs:
 - **30Montaigne:** fashion oversized squared shape
 - **30Montaigne1:** an edgy rectangular shape
- The style is enriched with the Stellaire temples to bring even more modernity to the style

Know-how

- Manual work to make the shape perfectly smooth and bright
- 30Montaigne2: adjustable nose pads for a universal fitting



30Montaigne



30Montaigne1

30Montaigne



8072K
Shiny front,
Black and endura gold temples
Grey lenses



8071I
Black front,
Shiny black and matte soft touch temples,
Shaded grey lenses



EP21I
Havana front,
Shaded havana to black temples
Shaded grey lenses



SZJHA
Ivory front,
Ivory and gold temples,
Shaded brown lenses

30Montaigne1



8072K
Shiny front,
Black and endura gold temples
Grey lenses

Price \$769.90

DiorLink

NEW CD FAMILY



The styles

- Inspired by the Dior fashion jewellery collections
- The DiorLink with bold acetate frame contrasts the fine metal temples, which feature openwork 'CD' signatures, adding sophistication to this elegant style
- DiorLink1 Square Acetate Front with elegant metal temples
- DiorLink2 Hexagonal Acetate Front with elegant metal temples

Know-how

- Metal temples featuring openwork 'CD Link' signatures
- Glossy Black Acetate contrast with Matte Black metal for a contemporary feel
- Crystal Acetate Frames contrast with glossy gold for a light, summery feel
- Dark Havana frames complemented with gold for an elegant and classic look



DiorLink1



DiorLink2



Price \$639.90

DiorGipsy

MODERN REINTERPRETATION OF FORK TEMPLES



The styles

- **Elegant butterfly shape in metal with artisan design temples**
- Beautiful alliance of a small fork temple, modern and easy-to-wear, with an identified CD logo made in one single metal piece
- A modern reinterpretation of the fork detail, part of the identity of Dior Eyewear

Know-how:

- Adjustable nose pads to fit every face shape



Price \$699.90

DiorSociety

THE NEW FEMININE METAL STORY



The styles

- The **ultra-thin metal work** all around the front recalls Dior jewelry line Rose des Vents beaded pattern
- Two feminine and delicate shapes for a fresh look
 - **DiorSociety1**, an elegant butterfly shape with sharp angles
 - **DiorSociety3**, a classic aviator with a softer silhouette
- DiorStellaire temples for a distinctive signature
- Delicate shaded lenses to enhance the feminine allure

Know how

- Metal rims have been delicately crafted thanks to the metal casting technique
- Adjustable nose pads to fit every face shape



J5G84
Endura gold frame,
Shaded blue to grey lenses



DDB86
Rose gold and ivory frame,
Shaded brown to pink lenses



J5G90
Endura gold frame,
Shaded grey lenses

Price \$769.90

DiorID

INTRODUCING THE BOOKTOTE BAG IDENTITY INTO THE EYEWEAR COLLECTION



The styles

- **Edgy and clear-cut identification on temples** inspired by Maria Grazia Chiuri BookTote Bag **for a fashion but understated signature**
- Two complementary shapes:
 - **DiorID1:** an edgy geometrical shape
 - **DiorID2:** an elegant rounded shape
- Bold temples embossed with the new logo "Christian Dior Paris" recalling the Booktote and 30 Montaigne bags
- Natural contrast between matte temples and shiny logo

Know-how

- Hot printing Christian Dior logo inside the temple



DiorID1



DiorID2

Price \$539.90