

sunstyler

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ChristianDior

ChristianDior

Dior Review

► 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

Christian Dior

Christian Dior



Legendary fashion designer Christian Dior was born in northern France in 1905. In 1947, Dior exploded onto the Paris fashion scene with designs that flew in the face of wartime restrictions and reintroduced a femininity and focus on luxury to women's fashion. His resulting success, based on the innovation of both his designs and his business practices, made him the most successful fashion designer in the world. His designs have been worn by film stars and royalty alike, and his company continues to operate at the forefront of the fashion industry. Dior died in Montecatini, Italy, in 1957, at the age of 52.

Who's wearing Dior

Rihanna



Selena Gomez



Hilary Duff



Kylie Jenner



Zoe Kravits



Christian Dior

Dior Couture

Christian Dior's reputation as one of the most important couturiers of the twentieth century was launched in 1947 with his very first collection, in which he introduced the "New Look." Featuring rounded shoulders, a cinched waist, and very full skirt, the New Look celebrated ultra-femininity and opulence in women's fashion. After years of military and civilian uniforms, sartorial restrictions and shortages, Dior offered not merely a new look but a new outlook.

*Couture - the design and manufacture of fashionable clothes to a client's specific requirements and measurements.



Top Styles



- *Dior Reflected 85L*
\$679.90

Two of the hottest Dior styles right now, with high profile celebs including Kylie Jenner and Hilary Duff wearing them!



- *Dior Volute2F 40I*
\$609.90

This classic Dior shape is great for those who want a trendy over-sized frame.



- *Dior Sideral1 J63*
\$679.90



- *DIORAMA 1*
\$609.90

TGU & TGT

These new styles are up and coming in our Dior range. This sleek, sophisticated style is a great luxury look.



Christian Dior

Store Concepts

The Dior boutiques around the world revisit the couturier's beloved Parisian aesthetic with unmistakable modernity.

Everything always starts from 30 Avenue Montaigne, where Monsieur Dior laid the foundations and the framework of his couture house. From Hanoi to Miami, one repeatedly encounters a décor inspired by the 18th century, in a reinterpretation designed by the star architect Peter Marino.

This rereading of the past is both highly modern and feminine, reflecting the House's simultaneously traditional and contemporary elegance. All the Dior codes and symbols can be found in luxurious and refined settings in which a harmonious mix of gray and white reigns.



Christian Dior

The Models' Quarters

One of the couturier's most important rooms, the "cabine" was set aside for the twelve young women who accompanied Christian Dior through each stage of creation, from the very first fittings to the presentation of the collections.

Beginning with his first collection, Christian Dior surrounded himself with a fixed team of models, chosen because he found them to be "inspiring" and "successful". He distinguished between the young women who had to stand for hours on end, participating in the arduous fitting of toiles – patiently enduring pinpricks and fatigue – and those who posed regularly for the big photographers and fashion magazines, their natural allure personifying the elegance of the moment. But Christian Dior referred to them all as "my girls" or "my dears" and kissed each one in turn before each showing.

Emotions at such times were at fever pitch: it was the big moment for 'Dior's girls' where they would take off their white smocks to embody the couturier's style, each in her own way, and together compose an ideal image of the Dior woman. The excitement mounted in the little preparations room, transformed into a veritable beehive in which some thirty people worked in a frenzy. The show director would shout into the telephone to find the missing designs among the one hundred and seventy to two hundred being presented. The tailor, resewing the buttons on a model while scolding the assistant who had left a hanging thread on a stand-in's skirt, and three hairdressers waltzed between the other models as they were attempting to get ready... One might have lost her earrings, another would be wearing mismatched shoes. Groaning under the piles of hats, muffs, parasols and necklaces, those responsible for the accessories might, in the panic, send a girl out with the wrong gloves.

Stress was at its height by the time the moment to show the evening gowns arrived. Hanging above the fray, they were parachuted from the mezzanine, smothering the hurriedly working dressers. The models' exits were accompanied by bursts of applause. The tension would eventually subside, but not without the shedding of a few happy tears of relief! The object of much fantasy and symbolism, the cabine des mannequins today remains just as it was, unrestored, with its original tables and woodwork. But what no one can quite manage to figure out is how so many people could orchestrate the fashion shows so quickly in such a narrow little space!

