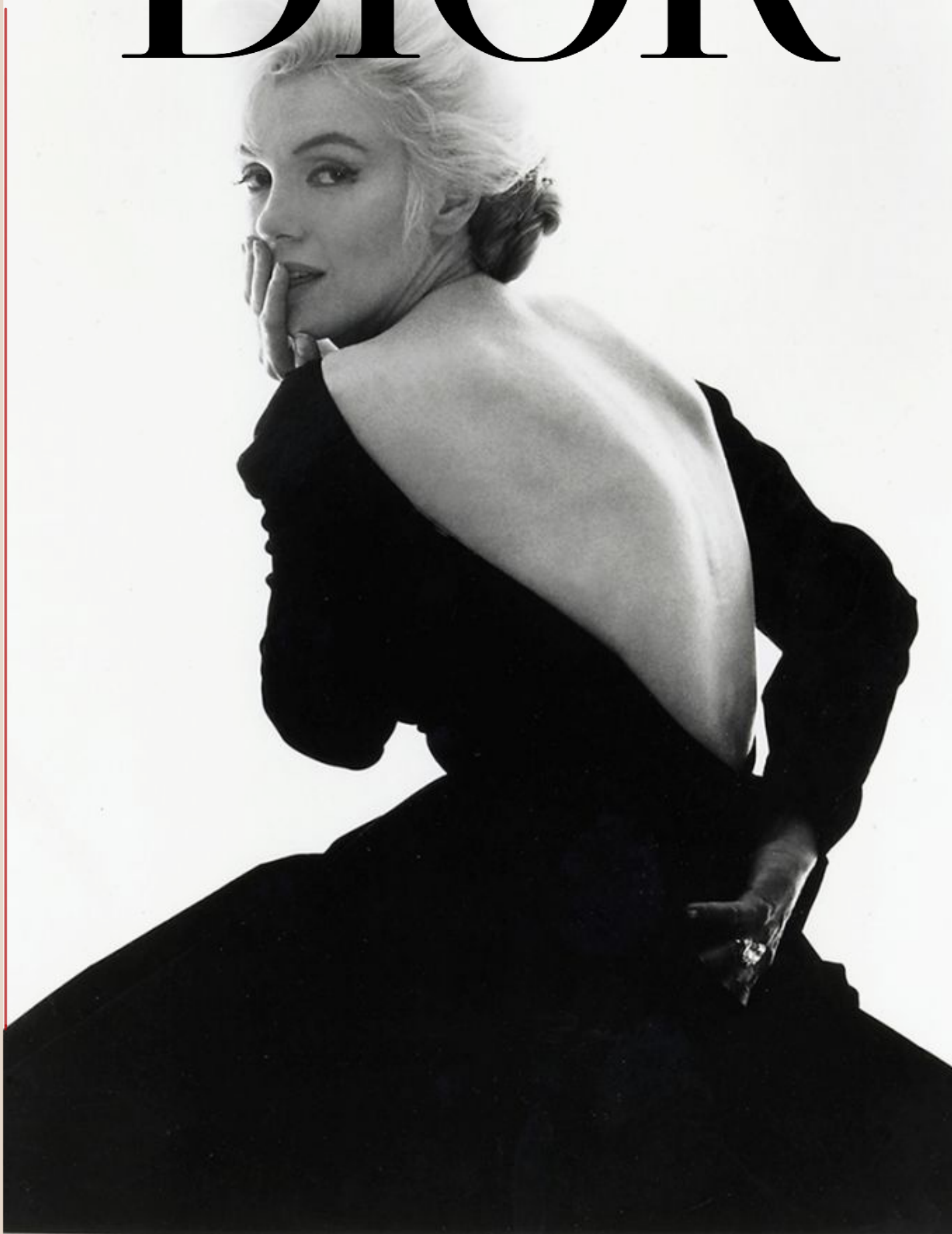


DIOR



Christian Dior

PARIS

Fashion Communication - 2021
Les Universitaires Group

"With the passing of the centuries, fashion acquires a
kind of dignity; it becomes a witness to its time"
-Christian Dior-

Boccadutri Cristiana	1021437
Cavalli Maira	1021808
Ferrara Ylenia	1030682
Franceschi Chiaraluna	1021791
Pagella Allegra	1022771
Pomes Alice	1030621
Silvestri Matilde	1019206
Tucci Natalia	1022573

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	2. Seasonal stylistic codes	
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INTRODUCTION

Since the foundation in 1946, the French brand Dior is acclaimed for its elegance and timeless femininity. In a post-war context of deprivation and rationing, Dior's aim is to allow women to rediscover joy, elegance and beauty through the famous New Look. In only ten years, from 1947 to 1957, Christian Dior designs collections infused with dreams and enchantment collecting success for such revolutionary proposals.

Soft feminine silhouettes and yards of luxurious fabric are a marked change from the rationing that had restricted fashion during WWII (1939-45). Women like Princess Margaret, Eva Peron, Marlene Dietrich and later Princess of Wales Lady Diana embrace Dior's aesthetic, and by doing so solidify the designer's place among the fashion elite.



Christian Dior
Source: Donna Magazine



First Dior shop in Paris
Source: SHOPenauer

After many years guided by males, in 2016 Maria Grazia Chiuri arrives, the first woman to ever hold the position of artistic director. During her first fashion show - Spring 2017 - Dior's femininity is empowered with the presentation of the "We should all be feminist" T-shirt. Chiuri transforms Maison Dior by reinventing it to suit the modern-day woman by adding a masculine touch, illustrating that elegance could now go hand in hand with edginess.

Innovative but traditional, Dior maintains its reputation as creator of recognized Haute Couture. From the ready-to-wear fashion, leather goods, accessories, or footwear, Dior changes the game forever. To this day, the brand is all around us in some way, shape, or form - even if we don't know it.

I

ZEITGEIST AND SOCIAL CONTEXT

Dominant social groups

Social Ideals

Dominant events

Dominant attitudes

Dominant technology

DOMINANT SOCIAL GROUPS

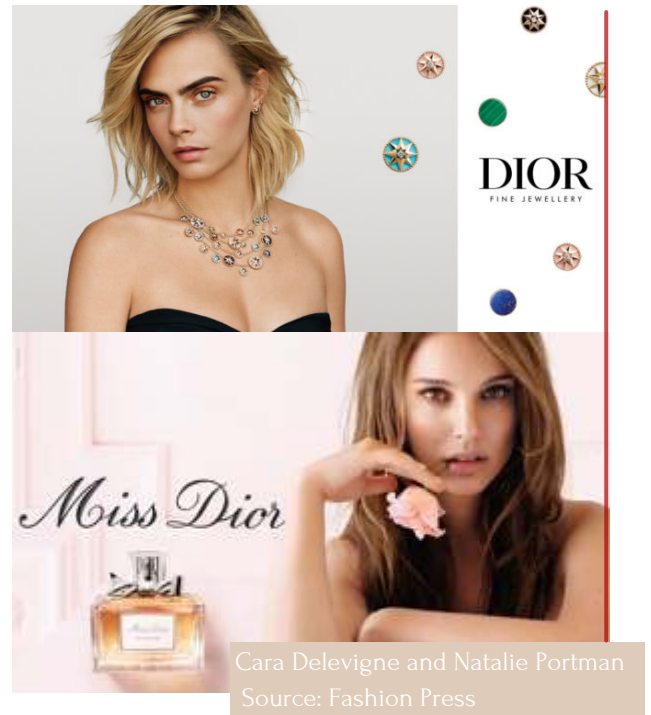
Over the last decade, Dior has ensured that the evolution of the concept of Fashion walks hand in hand with the concept of Beauty, expressed by various female figures, with whom it approves several partnerships.

Starting from the figure of Charlize Theron to Chiara Ferragni, and passing through Natalie Portman.

Thanks to Chiara Ferragni, who dresses in sportswear while maintaining the 'must' of elegance, Dior becomes a brand for everyone, expressing the concept of beauty in a platonic and simplest way, easy to imitate.

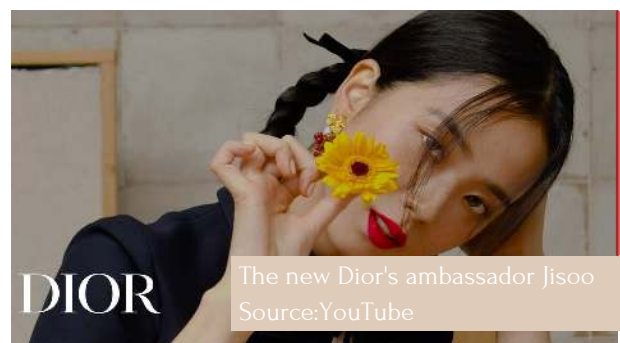


Chiara Ferragni in Dior
Source: Twitter



Cara Delevigne and Natalie Portman
Source: Fashion Press

The concept of female's evolution, so called 'revolution', has an even more decisive sign with the figure of Cara Delevigne and the new ambassador Jisoo, embodying the ideal of free and emancipated femininity. This new collaboration, born in 2021, will help Dior to enter the Asian market.



The new Dior's ambassador Jisoo
Source: YouTube

Dior chooses Robert Pattinson and Johnny Deep to represent sensuality, magnetism, and talent, throughout different shades of the elegant and charming man. The Maison wants to be characterized by a man who is attentive to the female figure and does not want to "obscure" it with his presence but "shine" with her.

A wise move, perfect to capture the attention of Generation Z, that help to bring Dior even closer to the media world, it is the strategy behind the haute couture collection for the spring '21 season, that seems appropriately placed in the "Bridgerton" era, because it is inspired by the 15th century tarot.



Tarot inspired Photoshoot
Source: Vogue

SOCIAL IDEALS

Feminism

Feminism is one of the social ideals that more influences Dior, especially with the advent of Maria Grazia Chiuri. The attention and pragmatism towards gender equality and empowerment – emerges in her first collection, Spring 2017, with the presentation of the "We should all be feminist" T-shirt – is one of the pillars of the creative direction (1). A recent example is the Dior Fall/Winter 2020-2021 collection. Presented in a set-work by feminist artist Claire Fontaine, the fashion show comes to life amidst powerful statements, such as "Patriarchy Kills Love" and "Women Raise the Uprising". It also emerges the word "Consent", a clear and direct reference to the sexual harassment conviction of Harvey Weinstein, happened just the day before. (2)



The iconis feminis shirt
Source: Savoir Flair



Source: LVMH

Women@Dior

Dior's commitment to women rights and inclusivity extends beyond the catwalks. Women@Dior, founded in 2017, is a unique program aimed at guiding young women in their careers. In 2020, the project joins UNESCO's Global Education Coalition on World Youth Skills Day.

"Talent is universal, but opportunity is not". By joining the Global Coalition, the Dior couture house is sending a strong message of commitment and confidence, giving young women from disadvantaged backgrounds the chance to fulfill their dreams". (3)

Diversity

Diversity is promoted also through the "Common Ground" collection presented during Dior Cruise 2020 focused on creating a "cultural dialogue" and collaborating with African craftsmanship and the textile manufacturer Uniwax and Sumano to revive the traditional women's crafts of North African tribes. (4)



Dior Cruise Collection Marrakech
Source: Fashionpress.it

Sustainability

Sustainability is at the heart of the pragmatic approach described by Dior's CEO Pietro Beccari and represented especially in the Christian Dior Spring/Summer 2020 fashion show "Planting the future", in which floral motifs are into all the clothes. The set of the runway was an "inclusive garden" of 164 tress, that have been replanted in and around Paris. "Flowers are part of the heritage of Dior. But when I see flowers and gardens now, I don't see just joy, or the beauty of nature. I see all the concerns about our future, and the need to take action," (5) says Chiuri before the show. In 2019 to reduce the fashion production

Maria Grazia Chiuri with the 30 Montaigne collection and the Dioriviera beach line ramp up the brand's permanent offer of timeless pieces that clients will not need to constantly renew. (6)

For the Maison sustainability means also maintaining jobs for their workers and sustaining inclusion and diversity by promoting a culture of tolerance and equality.

A strong commitment is built at all levels by letting everybody express their creativity and their opinion. With the initiative #DreaminDior employees become brand ambassador and explain what means for them working for the company.



"Planting the future" runway
Source: Vogue



"Riviera" collection
Source: Senatus



Employees
Source: ChristianDiorCouture



Dior Cruise 2021 in Lecce
Source: LaRepubblica

DOMINANT EVENTS

The most important events for a fashion brand are the regular catwalks throughout the year. The brand's Fall 2020 ready-to-wear show in Paris is inspired by the global #MeToo movement, socially relevant during the period and highlighted at the Golden Globes.

Some actresses choose the brand for other important global events, such as the Academy Awards. This allows Dior's brand awareness to be spread worldwide.

Even if the Covid-19 Pandemic has put any sector in difficulty, Dior has not fared too

badly in the fashion industry thanks to technological support such as e-commerce.

Chiuri crosses her origins with the brand's heritage creating the Cruise 2020 runway in Lecce and showing a new perspective on collective work, already done and to recognize its values.

Among the many wonderful proposals on the catwalk, the handkerchief, created with the tombolo, is a traditional accessory that becomes a symbol of redemption and tradition for women.



Red carpet in Dior, from left to right: Jennifer Lawrence, Natalie Portman, Charlize Theron, Anya Taylor-Joy
Source: Pinterest



Dior, like all the brands, proposes every fashion show streamed across its platforms. Due to the Pandemic, the first capsule collection dedicated to loungewear 'Dior Chez Moi' is launched: fashion does not stop and seeks beautiful and comfortable solutions, appropriate to the new needs in everyday life. To stay in

the consumer's life, the brand chooses to strategically propose a new Haute Couture spring / summer 2021 collection inspired by a Netflix series (Bridgerton) based on the extraordinary power of painting, with an evident reference to the art of Caravaggio's chiaroscuro.



Some looks of Dior Cruise 21
Source: Vogue

DOMINANT ATTITUDES

Dior is probably the brand that best represents the essence of French haute couture. However, over the years it has always tried to actualize some fashion trends from the past.

As mentioned before, indeed, the SS2021 campaign takes inspiration by old masters in which models look like Renaissance and Baroque-era painting (Fig. 1.1) and whose dresses also appear in the popular Netflix series "Bridgerton". Dior's creative director Maria Grazia Chiuri strives to incorporate elements of art, feminism, and female power into her pieces and collections.

This could be seen in the "Lady Dior Collaboration" where 11 women artists and creatives are conceiving their own versions of the iconic Lady Dior top-handle handbag and now their work are shared through social media.

As demonstrated by the large array of sneakers, tracksuits and trainers seen on the high street, the sportswear is the new fashion frontier and Dior is facing it with a successful collaboration with Nike. The maison creates a perfect balance between the urban living and its haute couture spirit by putting the new Dior monogram on a pair of Air Jordan and also in other pair of trainers like the Dior Fusion or Dior slip-ons.



"Lady Dior Collaboration
Source: Vogue



Air Dior's manufacturing process
Source: Dior

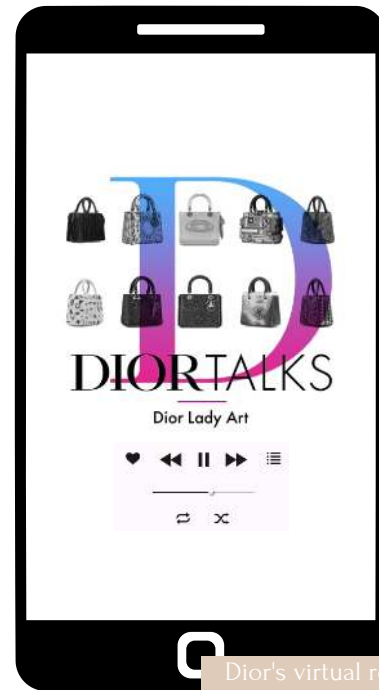
DOMINANT TECHNOLOGY

Dior is very committed to digital transformation. There are many initiatives by the French brand such as e-commerce and QR codes.

The brand is always open to embracing the potential that new functions and products offer, for example the brand has launched live streams on its WeChat mini program for fashion shows, virtual unveilings and the opportunity for Chinese market to buy directly on the app. In addition, Dior aims to engage Snapchat users with an immersive AR e-commerce experience that guides them to the point of sale. Moreover, the brand launches the podcast Dior Talks, a new way to discover the maison's world through strong female figures who have influenced Dior aesthetics.



Dior's virtual reality
Source: LVMH



Dior's virtual reality
Source: LVMH

The brand introduces newest technologies such as the Dior Eyes, an ultra-immersive virtual reality (VR) headset that offers the ultimate immersive experience with backstage access to the latest runway show. Dior Maison virtual boutique provides an innovative shopping experience that allows customers to discover products and prices. Partnering with Heuritech, Christian Dior Maison has launched the world's first artificial intelligence (AI) service that can predict fashion trends based on the analysis of millions of images shared every day on social.

II

FASHION CYCLE

Classic
Fashion Trends
FAD
Distribution

Dior through its fashion items and collection covers easily all the three categories: Classic, Fashion & Fad.

CLASSIC

Lady Dior



Lady Diana wearing ChouChou bag
Source: SavoirFlair and Vogue



In 1995 Dior creates the “ChouChou” bag which, thanks to Lady Diana who is the first to adopt it, becomes iconic with the name of “Lady Dior” in her honor (7). The Lady Dior bag almost immediately writes the history of fashion.

The iconic bag crafted from 144 pieces remains Dior’s symbol of timeless elegance and acquires new life in Spring/Summer 2019, with both a patterned and a classic version, with its architectural lines and a metallic charms. Also the Lady D-Lite with the Cannage motif created with 3-D embroideries and the one reinvented in braided calfskin combined with delicate matching shoulder straps for the Cruise 2020 collection represent a continuation of Christian Dior’s legacy. (8)



Spring 2020 Runaway Bag collection
Source: Spotted Fashion

7) <https://www.vogue.fr/fashion/article/from-princess-diana-to-today-the-history-of-the-iconic-lady-dior-bag> February 2021

8) <https://www.purseblog.com/dior/the-history-of-the-lady-dior-bag/> February 2021

Bar Jacket

The Bar jacket seals Christian Dior's success in 1947 and symbolizes the revolution of the New Look by celebrating sensuality. Reinterpreted by the House's various creative directors, most recently by Maria Grazia Chiuri, this creation renews its timeless essence with spirit, new feminist angles and audacity, becoming a definite marker of a change in fashion. (9)



Christian Dior's bar jacket
Source: Vogue

For its 73rd birthday, the label launches a new permanent collection named 30 Montaigne, and the opening look at the Fall-Winter 2020-2021 show was this piece in a new knit version, that combines elegance and comfort, freedom and movement, with a casual style. A reflection of Dior's ultra-modernity, this must-have once again transcends fashions and generations, affirming its iconic status.



Christian Dior's bar jacket RTW
Source: Dior

Most of its modern focus can be found in the collaboration with Grace Wales Bonner for the house's Cruise 2020 show in Morocco, seeing the Bar Jacket not just as historic relic but as something continually new.



Christian Dior cruise 2020 Grace Wales Bonner
Source: Dior

9) <https://www.vogue.com/article/christian-dior-bar-jacket-a-brief-history> February 2021

FASHION TRENDS

Bandana

One of the most distinctive fashion trends in the latest Dior collections by Maria Grazia Chiuri is the silk foulard used as a hair accessory. It is proposed in many different ways, as shown by the looks of the S/S 2020 fashion show. (10)

S/S 2020 fashion show
Source: Dior



The versatility and femininity of this fashion trend are an invitation to experiment with styling, rediscovering new uses for an evergreen accessory like the silk drape.

Feminist T-shirt

Since 2017, with the first collection ever presented by Maria Grazia Chiuri, the "We should all be feminist" t-shirt launches a new fashion trend for the French maison. (11)



The t-shirt, which remains on the crest of popularity over the last five years, thanks also to the constant endorsement of fashion influencers such as Chiara Ferragni, paves the way for many other Dior t-shirt models with feminist slogans and symbols. This fashion trend fully represents the personality and creativity of Maria Grazia Chiuri: it almost becomes her signature.

10) www.vogue.it/moda/article/moda-2020-foulard-annodato-in-testa-dior March 2021

11) www.instyle.com/fashion/street-style/dior-feminist-t-shirt-paris-couture-week March 2021

Diorquake Belt

Since its appearance on Dior's Fall Winter 2018-19 runway, the Dior belt, Diorquake, becomes the obsession of influencers and stars. It conquers the fashion world in the wake of a very strong trend: the logo mania. Characterized by the 'D' buckle in antique gold-colored metal, and declined in calfskin and in different shades, the Diorquake is shown off by models and it-girls.

This belt has an initial acceptance and big attention from the media, but now it disappears. Probably the reason is related to the end of the main focus towards the logo mania.



Bella Hadid wearing Diorquake
Source: Vogue

Oblique sunglasses

Oblique sunglasses also met with some success, but it didn't last long. This model, very particular with striking oval frames creating a futuristic mood, goes out of fashion like other uncommon models of sunglasses.

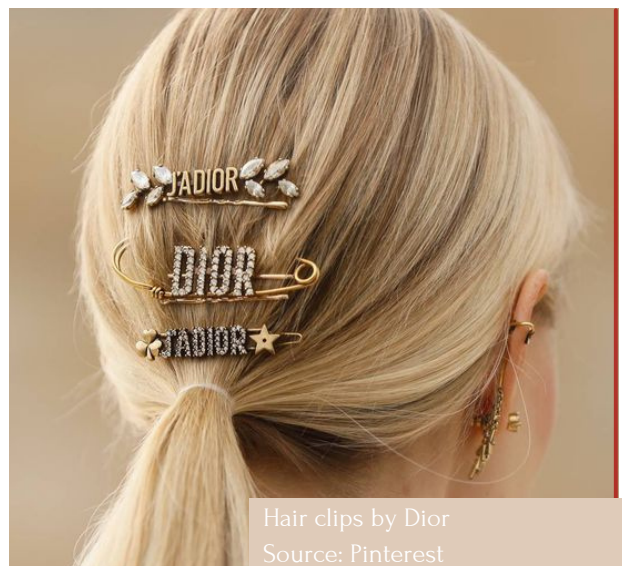


Dior oblique sunglasses model
Source: Dior

Hair clips

In the fashion week 2020, hair accessories (Hair bows, hair bands and layered clips, barrettes and slides) take over on the fashion scene. Beauty has now entered the act of accessorizing.

The delicate Dior brooches are the favourite trend coming out of the season, adding elegance to influencers' outfits.



Hair clips by Dior
Source: Pinterest

DISTRIBUTION

Over the period of 70 years, Dior keeps inspiring the fashion industry through its elegant and stylish design which is ahead of time and is a trendsetter. For this reason the most important model for Dior is trickle-down.

Dior inspires many brands in the luxury and in the mass and fast market segment with its elegance and sensuality. It defines new fashion trend, easily accessible and imitable and create timeless fashion pieces that are continuously reinvented.

Trickle - down

Examples of a trickle down model are the bustier dress and the decoltée slingback j'adore. These iconic products are part of the classic collection of the brand, that is reinvented in every season. In 2019 this type of product inspires other fashion designers and this design has become available in the mass market.



Decoltée slingback j'adore
Source: Dior

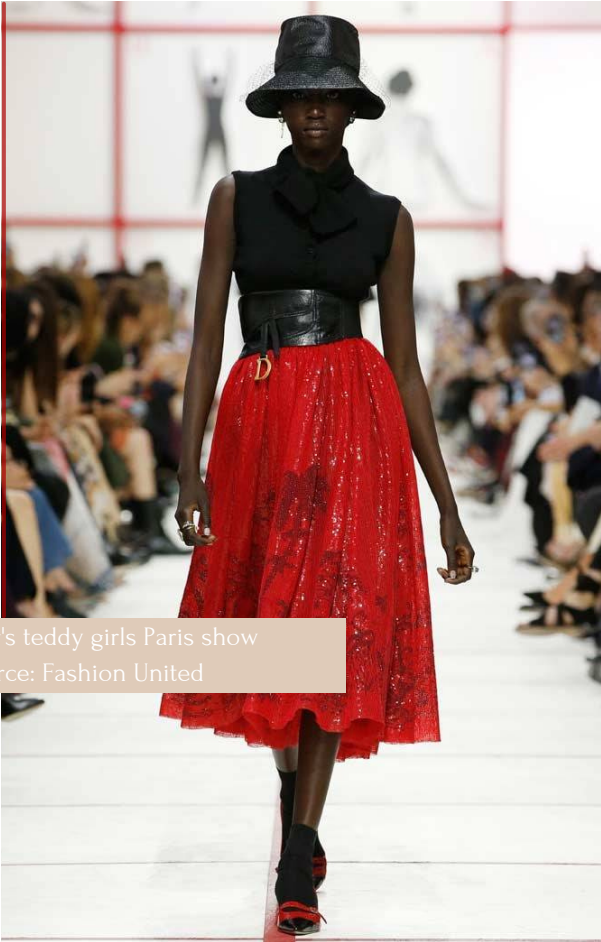


Two types of the Bustier dress
Source: TeenVogue



Trickle - up

For the Autumn/Winter 2019 collection, Maria Grazia Chiuri looks at the elegance and rebellion of post-war Britain, with a focus on the subculture of the teddy girl.

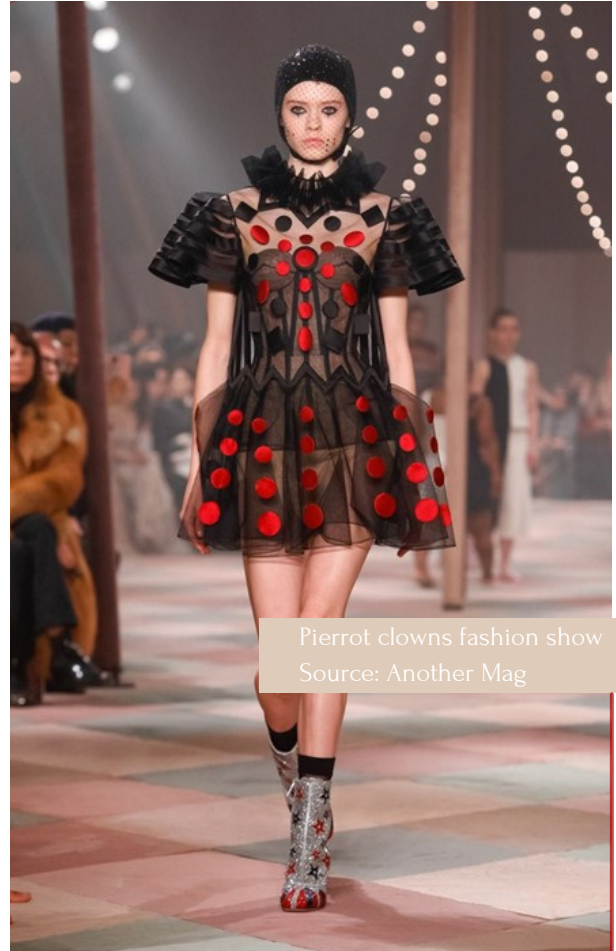


Dior's teddy girls Paris show
Source: Fashion United



Detail of the Teddy Girl Runway
Source: MadameLeFo

Also the Spring/Summer 2019 collection is distinctly past influenced with an emphasis on the “creative chaos” of the circus of 1970 extends beyond the makeup, which was Pierrot-inspired, to the clothes with ruffs and harlequin patterns.



Pierrot clowns fashion show
Source: Another Mag

The fashion Maison Dior, in collaboration with Nike, launches a new collection inspired by streetwear culture/style to attract the younger generation.



Dior & Nike sneakers
Source: GQ Italia

Trickle - across

After the launch of the beach bag, the cotton bracelet is created to make this style more accessible to different targets. This 'friendship bands' part of their Cruise 2018 collection is defined as a must-have for the summer, which is then followed by a wide range of imitations.



Friendship bands
Source: bagaholicboy

This collection becomes viral thanks to the creation of the pop up stores. Maria Grazia Chiuri's capsule summer collection, titled Dioriviera, includes alongside exclusive Dior Maison objects, such as:

- sailor tops and summer accessories
- Dior Book Tote,
- Saddle and Diorcamp bags.



Pop-up Dior in Capri
Source: ThirtyoneDesign



Pop-up Dior in Capri
Source: ThirtyoneDesign

These examples have been revisited by Pietro Ruffo, by personalized the object with the name of the geographic area of the pop up stores. Such as: Portofino, capri, Mykonos, Forte dei marmi, Ibiza, Porto Cervo, etc. Below there are some examples.



Pop-up Dior in Mykonos
Source: MFFashion

III

MARKET SEGMENTATION AND COMMUNICATION MIX

Market segments and business model
Brand communication strategies and tools

MARKET SEGMENTS

& BUSINESS MODEL

Market segments

According to the pyramid model theorised by Saviolo, it is possible to organise Dior's market segments into three categories: Supreme Luxury, Lifestyle Luxury and Accessible Luxury. (12)

At the top of the pyramid, as Supreme Luxury, is situated the most refined and exclusive line of the maison, Haute Couture, symbol of the elegance and tradition from which Dior was born.

At the Lifestyle Luxury level, there are the ready-to-wear collections, shoes, bags and the most iconic accessories of the fashion house. It includes collections for women, men and children.

As far as Accessible Luxury is concerned, Dior has a wide range of products that fall into the category: fragrances, the cosmetics and make-up line, eye wear, Dior Maison tableware and small leather goods, which represent Dior's entry level.

As the pyramid shows, the Masstige segment is not covered by any Dior line or product. In fact, no collaborations with mass-fashion brands have been implemented by the fashion house since they do not reflect the style and positioning that Dior wants to have. Moreover, according to the same logic, Dior does not present second lines. (13)



Business model

Dior uses value-based positioning strategy to position itself as a Luxury Brand.

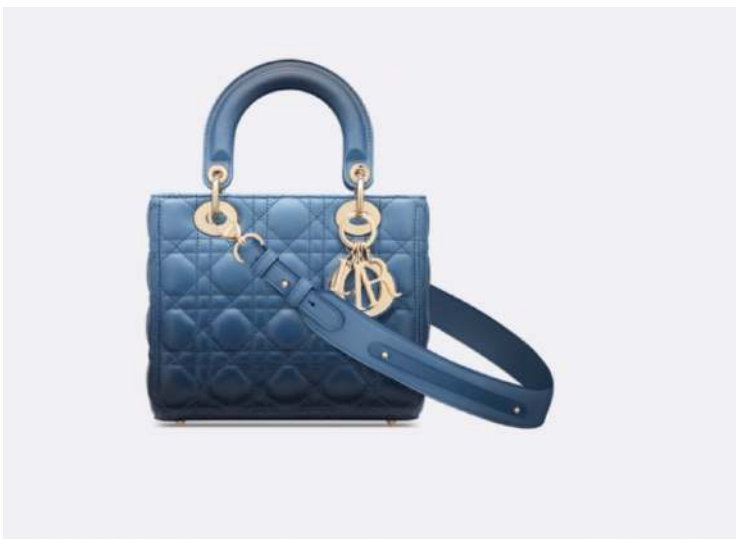


Source: Dior

VALUE PROPOSITION

Exclusivity, timelessness and iconicity are the pillars of Dior's value proposition. Elegance, class and research for beauty and femininity are the basis of the historical heritage of the maison. (14)

LVMH presents the Maison by affirming: "Dior invents something new every season. Since the first show on February 12th 1947, which launched the New Look, the House has never stopped affirming its vision through elegant, structured and extremely feminine lines."



PRODUCT AND STYLE

Christian Dior opens its Atelier in Paris in 1940 and presents its first couture collection in 1947, as the original business of the Haute Couture.

Concerning iconic and mythical pieces, are referred to the Bar jacket and the Lady Dior bag. (15)

There are also some limited editions and personalizations; an example could be 'My ABCDior', a service that is offered by the fashion house that allows customers to personalize bags, scarves and accessories, and the Dior 'Tote bag' personalized with city names, available only in local popup stores. (16)

The basic supply chain approach is to try to forecast the future demand as accurately as possible based on the past demand. This forecasting is necessary to make sure to produce enough stock to satisfy the customers without producing too much stock which would lead to an inventory too big to be sold out and would cause the company to lose money. (17)



Lady Dior customization
Source: Dior



BRANDING

Underpinning the branding of the fashion house is the myth of Christian Dior, the couturier who originates the New Look and revolutionizes fashion after World War II. The celebration of femininity and the inspiration from the world of flowers and magic characterize the myth and legacy of the maison. (18)

DISTRIBUTION

Dior operates in segments such as Wholesale, Retail & Other activities and License Royalties. Its clothing and apparel

distribution network includes 220 boutiques worldwide, between flagship stores and DOS. (19)

The more representative flagship store is located in the Champs Elysees, in Paris: an authentic symbol of the elegance and class of the fashion house. Considering all the market segments of the fashion house (beauty, make-up and accessories in particular), the retail locations, between the multi-brand stores and high-end supermarkets, all over the world are more than 15.000. (20)

Beyond the physical stores, Dior has its own e-commerce: dior.com.



Champs-Élysées boutique
Source: MF fashion

18) www.brandstrategymagement.wordpress.com/category/brand-strategy-2/dior-brand-strategy/ March 2021

19) www.dior.com/it_it/faq-couture#la-boutique-online-i-prodotti-dior March 2021

20) www.mffashion.com/news/livestage/dior-sbarca-sugli-champs-elysees-201907161647451825 March 2021

BRAND COMMUNICATION

STRATEGIES AND TOOLS

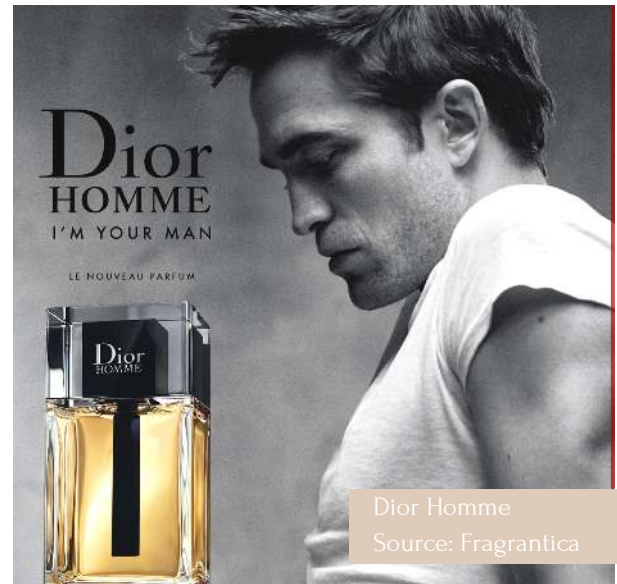
Dior is one of the trendsetter companies in the fashion industry which is carrying its legacy & heritage since inception and, at the same time, challenges the status quo of the fashion industry and modern society.

Dior promotes its brand through sponsoring exhibition shows, media and advertising strategies, fashion shows and associating itself with various celebrities.

(21)



Campaign shot by Brigitte Niedermair
Source: Fashion Press



Dior Homme
Source: Fragrantica

Especially for fragrances and cosmetic products as well as the accessories, Dior adverts on the television and posters with the aim to take consumers on a sensory journey. (22) The advertisement is always really elegant and sophisticated and the logo is also present in a simple way, reflecting the strength of the brand with a clear recognition and association with French luxury and high quality products. The French Maison always communicates a warm feeling young again theme, which influences many consumers - especially women - who strive to feel young and enjoy life. The message in the advertisement film attracts consumer behavior towards the arousal of buying Dior brands and specifically women who repeatedly buy fragrances and lipstick from the brand due to the feeling young perception.

Dior's communication exploits the power of magazines to increase the brand awareness and buying-decisions. In fact, it is easy to find Dior's adv campaign on the latest publications of Vogue magazines, Harper's Bazaar magazines and on some Condè Naste's magazines.

The company has a loyalty program known as 'Dior Loyalty Program' through which they interact with their customers through e-mails or mails through post. It records each amount of the transaction, adds on

the loyalty points which they can utilize for more shopping or as a payback option. They even send invitations to their customers for a pre launch of their new collection and fashion shows to let them dream of the elegance of Dior's savoir-faire

Other ways of communicating the Dior's savoir-faire are events such as Red Carpet participation, Oscars, BAFTA, Golden Globe where celebrities display customer-designed fashion pieces especially for each of them on demand .



Dior on magazines' cover and Dior's invitations
Source: Bazaar



The company also develops the ability to regularly create the buzz by creating special events and adapting sales shops for a limited time to create a notion of dream and exclusivity related to the brand: for example, the mini Fashion Theatre with the most emblematic Dior creations, a re-looking of the pop-up store at Harrods mixing French Savoir Faire and British charm. A café with the name of Dior Café has been set up to create an atmosphere for the customer and enhance their experience.

Emphasized by the COVID-19 pandemic, Dior's Dream factor becomes the key topic of many initiatives such as the last fashion shows (Lecce Cruise, Caravaggio and Disturbing Beauty events) and the latest series of inspirational movies that encourage online purchase and strengthen its exclusivity image. Also the long dresses presented in the fashion show becomes a piece of art and create an atmosphere in which Dior's followers can dream.





Tarot inspired Photoshoot
Source: Dior

Dior doesn't want to just offer a traditional fashion show, instead it wants to upgrade the way their consumers see fashion. They know that technology is key for innovating these experiences, and that is why the maison created Dior Eyes—a VR headset for runway shoes. By introducing VR headsets, Dior is able to make its loyal fans feel as if they have a backstage pass.

To emphasize the strong connection with art and to remember the iconic figure of Christian Dior, the French Maison decides to open some museums. To promote the evolution of the brand through an historical point of view, Dior opens a museum in the hometown of its designer, Granville.



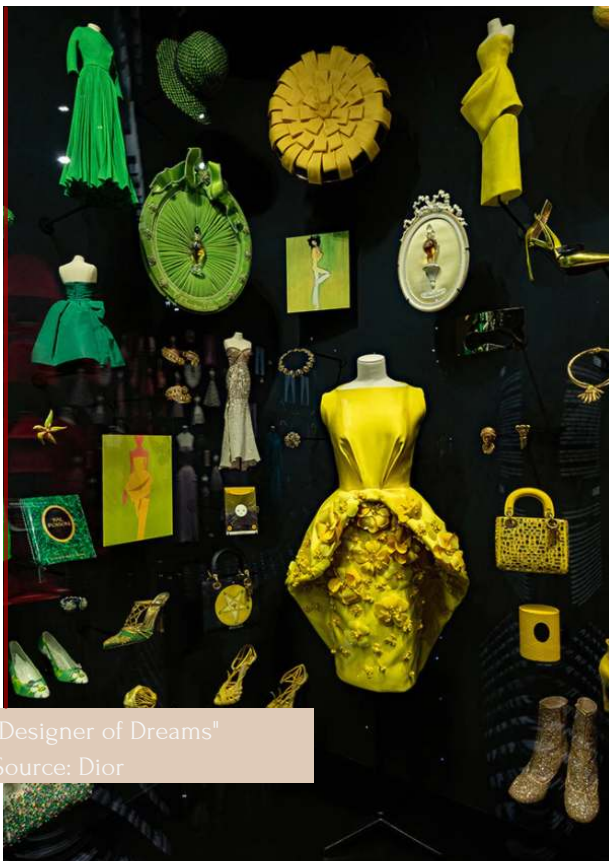
Museum in Granville
Source: Luxuo



"Designer of Dreams"
Source: Dior

Then, following its success at the Musée des Arts Décoratifs in Paris and at the Victoria & Albert Museum in London, the exhibition "Christian Dior: Designer of Dreams" (24) opens at the Long Museum West Bund in Shanghai in summer 2020, with a focus on seventy years of virtuous passion and chromatic shapes.

Another important collaboration within art and Dior is the creation for the Opera di Roma. Maria Grazia Chiuri designs all the ballet's dresses for the Philip Glass evening, which are the expression of elegance, feminism and sensuality, key values for the Haute Couture Maison.

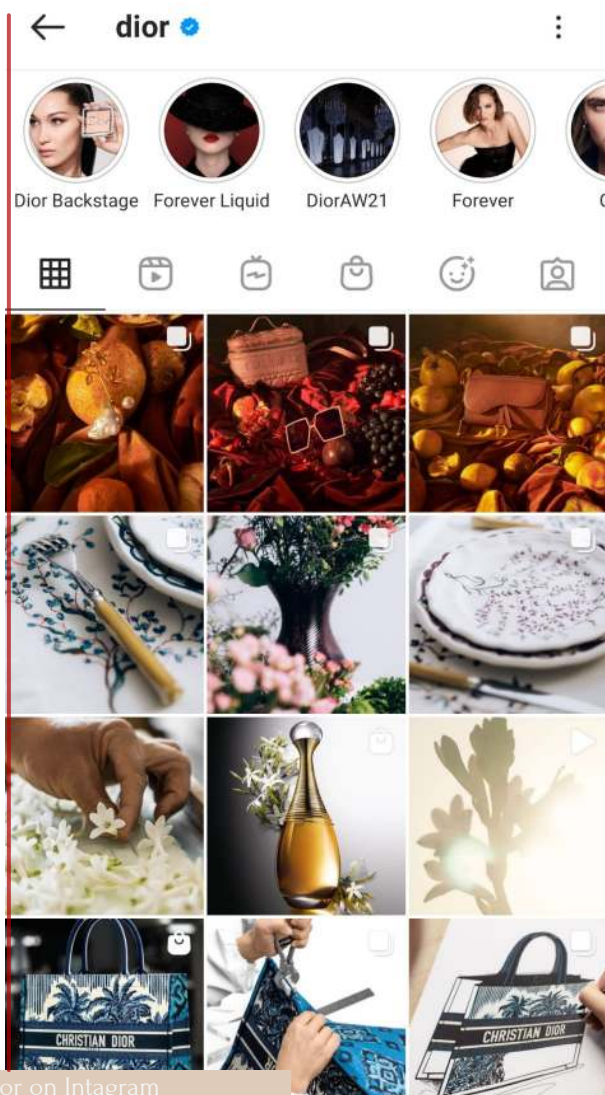


"Designer of Dreams"
Source: Dior

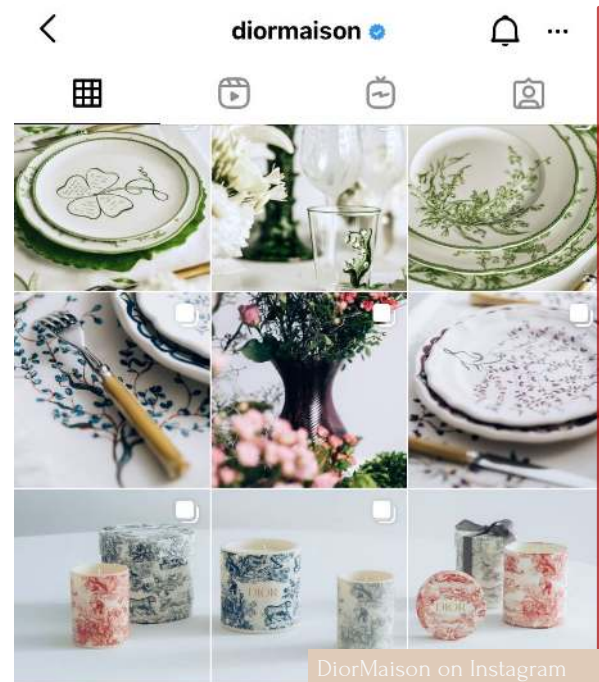


Philip Glass evening
Source: MFFashion

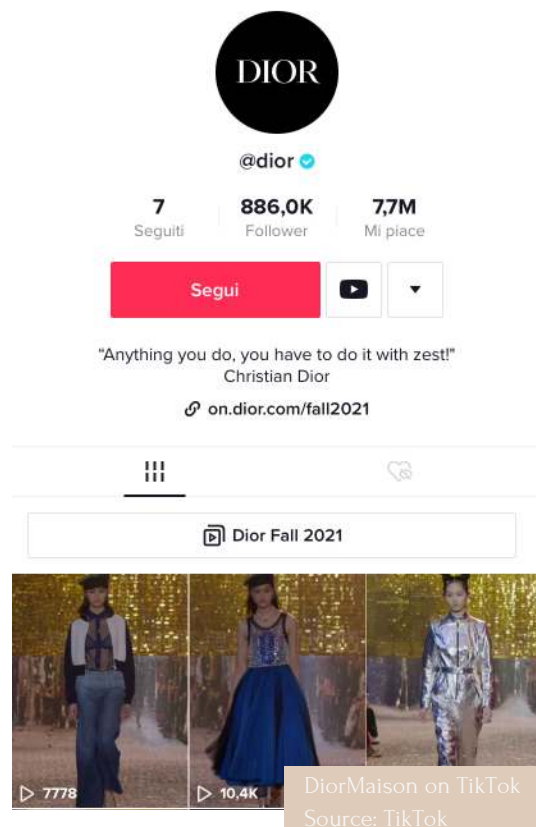
Finally, to keep up with digitalization, Dior puts a lot of effort into digital communication on its website and social media (Facebook, Twitter, LinkedIn, Youtube and Instagram) that enable the company to create a unique link with its community offering VIP access to accurate information on Dior's products, backstage scenes, exclusive stories and contents that focus on followers' interests.

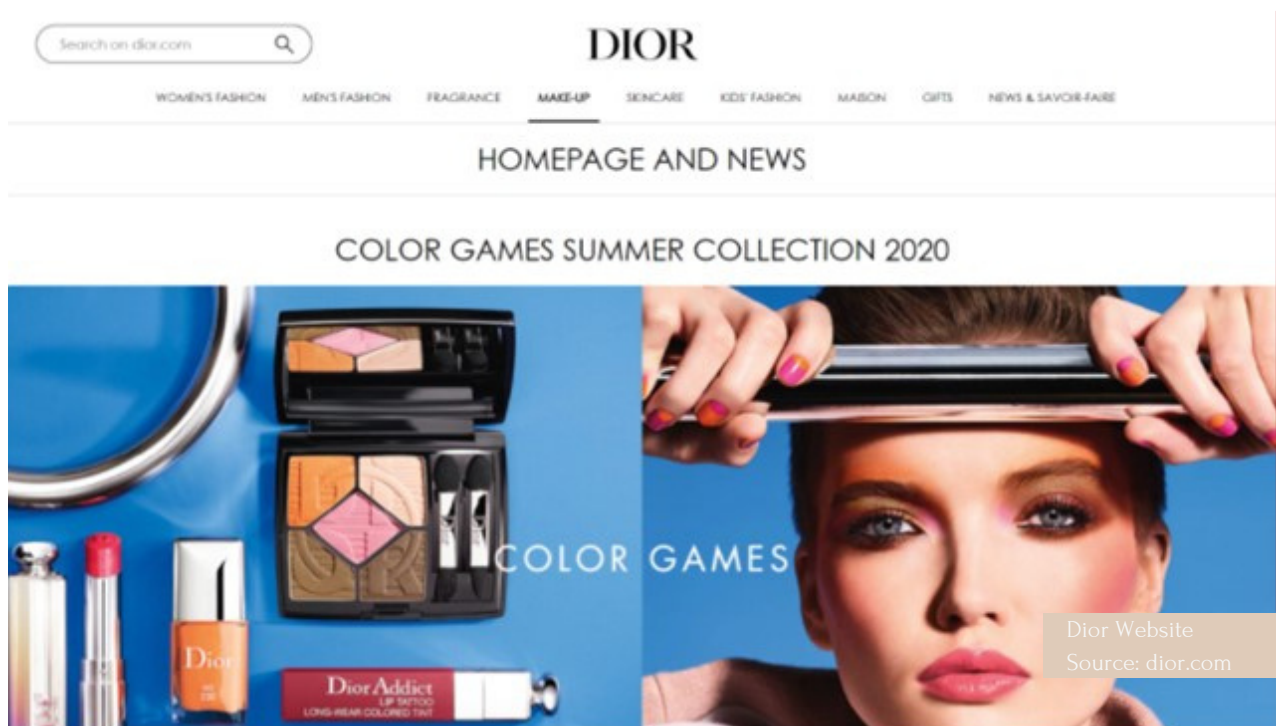


On Instagram, beyond the main page, the Maison also creates specific accounts for make up, skincare, perfumes and home decoration to generate an immersive experience for consumers.



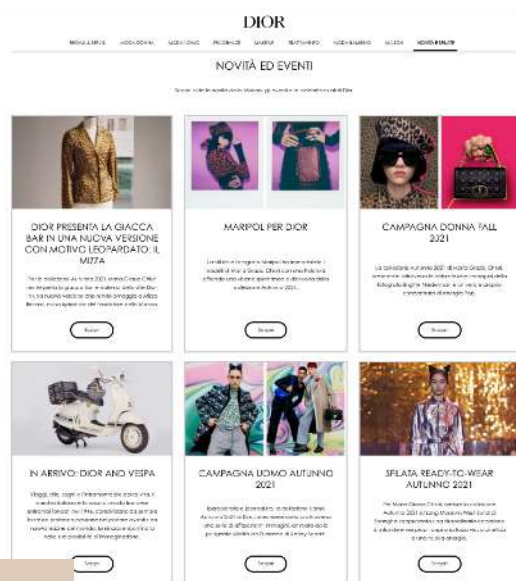
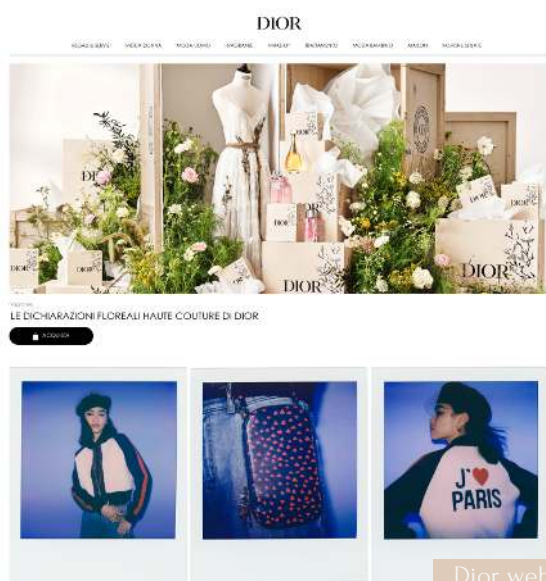
The french brand spreads its presence to new platforms used by Millenials and GenZ such as Snapchat, WeChat and, differently from other brands, Tik Tok. (25) Its social media presence allows Dior to reach not only Western fashionistas, but also China's online shoppers.





Dior's website's richness reflects the breadth and depth of its product range. With a well-maintained website, Dior gains many benefits including getting more leads and prospects, increasing sales and improving their customer service. (26) Dior continues its rise to the top thanks to clever marketing strategies focused on social engagement and content.

This luxury house understands the importance of online presence and seeks to interact with its community to expand its universe on the Internet, and to reach a wider customer market, which is beneficial for expanding its business and increasing market share.



IV

SEASONAL COLLECTION AND FASHION TALE

Permanent stylistic codes

Seasonal stylistic codes

Fashion tale and integrated communication processes

Developing a new fashion tale

2020 RUNWAY FALL/WINTER

“When women strike the world stops.”
“Patriarchy = climate emergency.”
“Consent. Consent. Consent.”

These are the manifesto of the Fall/Winter 2020/21 fashion show by Dior set up in Tuileries garden in Paris and inspired by the feminist manifesto of Carla Lonzi. Since the beginning of her creative direction, Maria Grazia Chiuri uses her runways to amplify feminist discourse with a focus on women's affirmation and

femininity, but this show resonates more powerfully than some of the others as it takes place when Harvey Weinstein's New York rape trial ended in a guilty verdict. (27) The flashing neon signs, realized in collaboration with the collective Claire Fontaine, emphasizes a twinge of vindication — the righteous fury of the #MeToo movement is replaced temporarily by satisfaction.



Runway Fall/winter 2020
Source: Vogue

PERMANENT STYLISTIC CODES

Fabrics and materials

Many different materials are used in Dior dresses and became part of the permanent stylistic identity.

Most of all fancy knits and tulle skirts, but also chiffon, beaded materials, cashmere, and matte duchesse, are materials that are used in the production for this collection.



Shapes and Lines

The libre line and the strict house style always emphasize the women's shapes and femininity and all the fashion items created for this fashion show give a touch of lightness.

The "new look" is dominant in the fall/winter 2020 Fashion Show focused on small, nipped-in waist and full skirt, ultra-feminine hourglass gowns. This accentuates the hips, tiny waist and bust. This iconic silhouette is still a prominent feature in Dior dresses today that want to emphasize the Dior essence.

Colours

For this collection created by Maria Grazia Chiuri, the dominant colors are darker with a predominant use of black.

The Dior color scheme consists of the primary colors of black, white and the Dior rouge that convey a message of traditional beauty. Neutral and soft tones and minimal props reflect the elegant essence of the brand also in this fashion show.

Print

Monochromatic use of colours in this collection based on black and white.

The typical Dior logo monogram is presented in some of the fashion pieces crafted for the fashion show fall/winter 2020. Another permanent print were the checkered pieces that ranged from capes, mini-skirts, jackets and accessories.



Total look in black and white
Source: Vogue



Checkered pieces
Source: Vogue



The iconic bar jacket opening the show
Source: Vogue



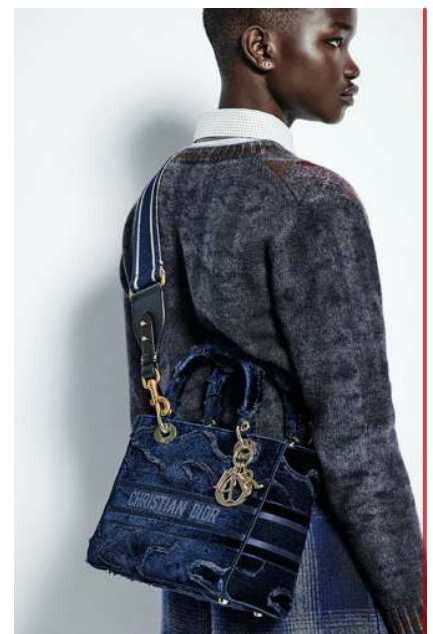
Iconic products

In the show's opening look, the Bar Jacket is revisited by Maria Grazia Chiuri in an unexpected black knit version. Combined with a white shirt and a delicate tie, it further asserts its androgynous grace. A white ensemble, composed of a mid-length skirt also reinterprets Dior's emblematic couture piece. Another iconic fashion piece

that Maria Grazia Chiuri reinterprets as a symbol of women's liberation is the shirt dress. Its timeless shape, ethereal lightness and irresistible allure give free rein to the expression of a plural femininity. Plain, in leather or polka dots - motifs Christian Dior loved for their "charm, elegance [and] casualness" - it seems to metamorphose ad infinitum. Paired with a checked jacket, it is a sign of resolutely modern style.



Some iconic accessories
Source: Vogue



SEASONAL STYLISTIC CODES



Runway set
Source: Vogue

Seasonal Architecture

Mariagrazia Chiuri takes inspiration from Boachan's creative direction and the 70s' feminist revolution in order to reinvent iconic pieces of Dior in a innovative way. It is a collection that investigates the construction of female identity, in which clothes play a key role.

Seasonal Products

Bandana and Fishnet stocking

The accessories reflect the collection's sources of inspiration as a hymn to the seventies and the multiple femininities of the time, variously customized through footwear, hats and bags.



Bandana
Source: Vogue



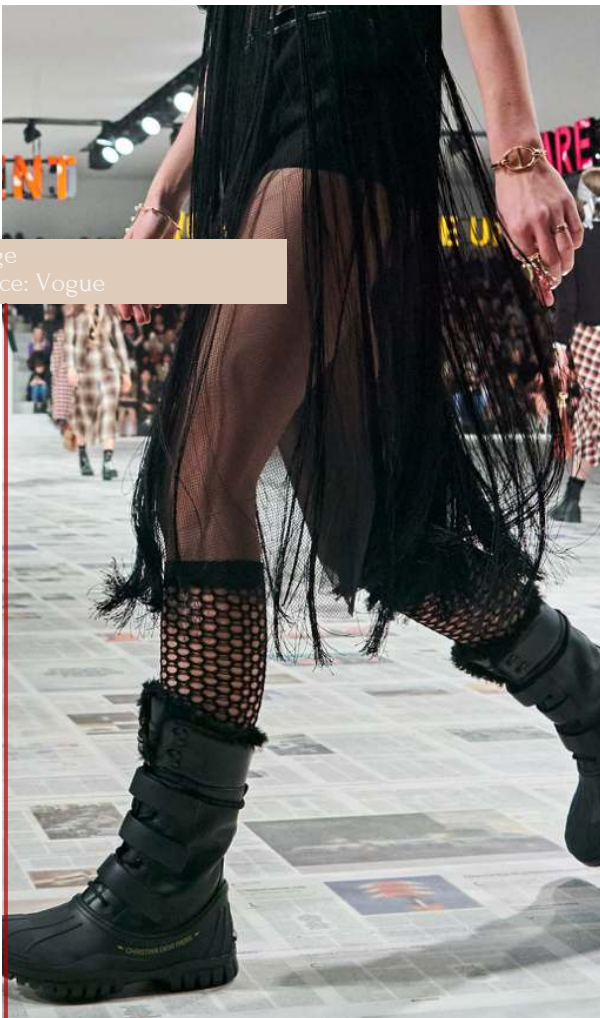
Fishnet stocking
Source: Vogue

Fringe

A hymn to freedom and the beauty of movement, fringes complete the looks of the collection. Declined on jackets, overcoats and capes, they delicately underline the silhouettes. Blending with the structure of the dresses, the fringes reveal the lines of the body in transparency.

The whole collection has also a strong reference to the sporty world. For instance, these recalls are expressed through pieces like “the bombers” with camouflage motifs.

Runway
Source: Vogue



Fringe
Source: Vogue



Boots
Source: Vogue

Boots

To complete the set of ultra-desirable pieces that can be endlessly mixed and matched to create a singular style, another recurrent element of the collection are boots. For instance, Maria Grazia Chiuri revised them by using wool and proposing a new complement for Dior's women. Dior women's boots and ankle boots combine a unique savoir-faire with a essence spirit of the Dior through a collection of elegant and casual creations..

Print



Runway Fall/winter 2020
Source: Vogue

Camouflage is something that does not belong to Dior's heritage but has been introduced by the Creative Director with the aim of transforming it through a craftsmanship linked to the couture.

Also tie-dye is a recurring element, proposed by Maria Grazia Chiuri in this collection.

Tie-dye motifs, are used as hypnotic design on pleated scarves and skirts as well as parkas. A testament of exceptional craft, it is, more than ever, a fabric that seems a vehicle for true self-affirmation.

A pois (polka dot motif) foulard, taken from the Dior archives, is the creative inspiration for dresses of different lengths that explore the infinite possibilities of declination of the printed motif. As Monsieur Dior wrote, "the same thing could be said about polka dots and paintings: they give charm, elegance, an informal style and are always in fashion".



Polka dot dresses
Source: Vogue



Materials

A leather beret and dresses: a tribute to emancipation. In particular, the hat is revisited with a touch of couture that lightly makes fun of masculine codes.

Another material used in this collection is Denim, that fits very well with the theme of the défilée as it embodies liberation and stylistic singularization for an entire generation of women.

Denim, whether as a jumpsuit or flared jeans, is an indispensable material for Maria Grazia Chiuri. In a tricolor version - one of the Creative Director's hallmarks — it is another resonant symbol of the introspection she put into designing this feminist fashion show.



Runway Fall/winter 2020
Source: Vogue



Runway Fall/winter 2020
Source: Vogue

Conclusion

Since Denim and The Bar Jacket are considered as indispensable elements, the French Maison has decided to place them to the seasonal collection 20/21 even if they belong to the permanent code category, in order to be always a trend.

Moreover the check motif, par excellence, is associated with the premium Brand, Maria Grazia Chiuri decided to revisit it in order to give a youthful style, an imaginative touch elegant and informal at the same time.

Source of Inspiration

The Prêt-à-Porter Fall-Winter 2020-2021 collection follows a Real & conventional approach because the whole collection is inspired by historical periods, in particular the 70s. Animated by a strong feminist vision, it celebrates self-affirmation.

A collection that investigates the construction of female identity, in which clothes play a key role.

Sublimating the silhouettes of Maria Grazia Chiuri, the accessories reflect the collection's sources of inspiration as a hymn to the 70s and the multiple femininities of the time, variously

customized through footwear, hats and bags.

Icon of the seventies, the shirt dress is revisited by the designer as a symbol of female emancipation. The timeless shape, the vaporous lightness, the irresistible style lend themselves to free interpretations, giving voice to a variegated femininity.

The catwalk is also covered with newsprint which allows for the creation of a "visual noise", an authentic artistic dialogue between feminist art and creation in all its forms.



Runway Fall/winter 2020
Source: Harper's Bazaar

Seasonal theme

There are several elements that reflect the creative inspiration of the seasonal collection and its aesthetic components.

A black or orange leather belt adorned with oversized initials enhances femininity.

A beret in duchess satin lined leather with a brand new visor punctuates the looks of the show. The versatile headgear elegantly evokes the cool beatnik style of the 70s.

As a tribute to emancipation, the hat revisited with a couture touch lightly ironizes on masculine codes.

An informal and elegant mix and match through which Maria Grazia Chiuri breaks down stereotypes.

Some clothes and materials evoke the softness of winter garments.

For what concerns the colour, the camouflage pattern is declined on a hypnotic total look (blue and black) and the designer revisits the checked pattern on the whole collection.

In an interview the creative director, Maria Grazia Chiuri explained her source of inspiration and what she wanted to transfer to her audience with this collection.



Accessories - hat
Source: Dior website



Accessories - belt
Source: Dior website



Accessories - foulard
Source: Dior website

Communication Plan

TEASER

Teasing the new collection on Instagram, Dior has posted several videos detailing the emotions and inspiration in support of this season.

In the first video, Dior staff is interviewed about what the phrase “I Say I” means to them, with each of them discussing themes of empowerment.

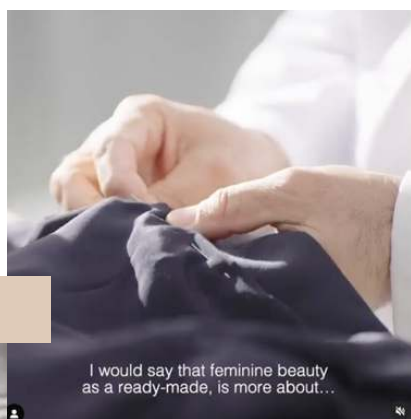
The second and third videos show phrases like “when women strike the world stops” and “feminine beauty is ready-made” and measuring responses from Dior staff. These phrases and others like them have a strong presence in Dior’s show today. It’s also possible that the show may feature talent from outside the Dior design team. As previous shows featured artists and photographers like Judy Chicago and Tomaso Binga, it would come as no surprise if some other faces from the art world made an appearance on the runway.

Here is the print invitation card of the fashion show where the background regains the catwalk floor.



Print invitation card
Source: teenvogue.com

The Fashion french Maison also uploads some Instagram content before the Runway and a series of videos to create suspense effect towards the audience on the main topics of the Fall/Winter fashion show 2020.



Video of "I say I"
Source: Youtube



Entrance at the Fashion show
Source: Dior instagram



Video of the fashion show
Source: Youtube



Entrance at the Fashion show
Source: Dior instagram

CATWALK

The show venue for the AW 2020-2021 ready-to-wear collection by Maria Grazia Chiuri stood in the heart of the Tuileries Gardens — an open-air museum right in the heart of Paris. (28) The installation that feature the set design of the catwalk, is born from a shared passion between the Creative Director and the “collective artist” Claire Fontaine for feminist history and the need to bring key moments in women’s emancipation to the fore. Right at the entrance, the eye-catching words “I Say I” evoke the title of the introduction to

the manifesto “La presenza dell'uomo nel femminismo”, written in 1971 by the Italian art critic-turned-feminist activists Carla Lonzi with her sister Marta Lonzi and Anna Jaquinta. This phrase symbolizes a joyous declaration of singularity, and a creative and collective way of approaching the many facets of feminine subjectivity. “I Say I” is also the title of an exhibition at the National Gallery of Modern and Contemporary art in Rome from March 23rd to June 21st, 2020 that was produced with Dior’s support and inspired by the feminist manifesto.

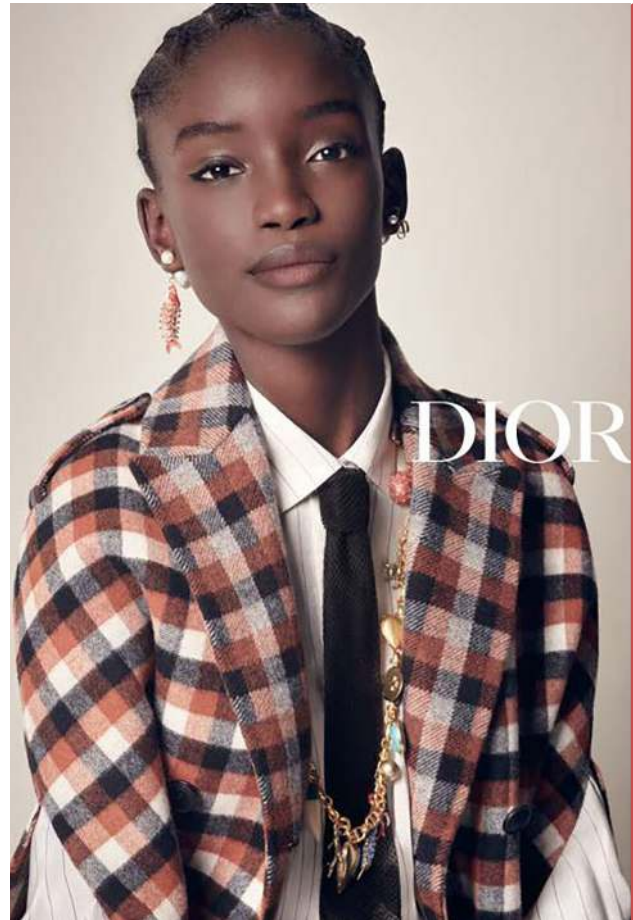


Dior AW20 show space
Source: Dior instagram

Like a dialogue with silhouettes in movement, a series of illuminated statements are suspended above the catwalk contemplating “how reality could or should be perceived were we not conditioned by the masculine point of view,” explained Claire Fontaine. The word “Consent” can be read as both an imperative and a question, and acts as a counterpoint to the word “Love”, spelled out in fiery red. All these LED signs delivered powerful observations such as “Patriarchy Kills Love,” “Women Raise the Uprising,” and “Women are the Moon that Moves the Tides.” The models walked on a series of pages from the French newspaper Le Monde glued on the floor. This “visual noise” for Claire Fontaine symbolizes the idea of bringing the exterior into the exhibition space, at the crossroads of convictions and uprisings, aesthetics and ethics.

PRINT ADVERTISING CAMPAIGN

The French luxury house Dior presents images from the Fall Winter 2020 campaign captured by photographer Paola Mattioli. The models incarnate a committed spirit, mirroring the philosophy of the Creative Director of Dior women's collections. On t-shirts, the “I say I*” manifesto echoes the show’s scenography and radiates the power of the feminine; a powerful celebration of diversity and a singularity that goes beyond stereotypes.



AW20 photo campaign
Source: designscene



La sfilata Dior Autunno Inverno 2020/2021 è una manifestazione femminista

Una Maria Grazia Chiuri nostalgica omaggia il movimento delle donne degli anni 70, tra look da riot girl, minigonne e trasparenze.

B DI VITO DE BIASI / 25/02/2020



Newspaper article
Source: Bazaar

FASHION EDITORIALS & DIGITAL

Various fashion magazines used to analyze Dior's A/W20 collection underline some peculiarities of the collection, starting from the choice of colors to the writings used during fashion shows and photography sessions. As Harper's Bazaar quotes, Dior's women are like tomboy, expressed by the student in a miniskirt and tie, the chic lady with the checked tunic, the riot girl with the transversal scarf on the head and leather boots, the gamine dressed rightly like a boy.

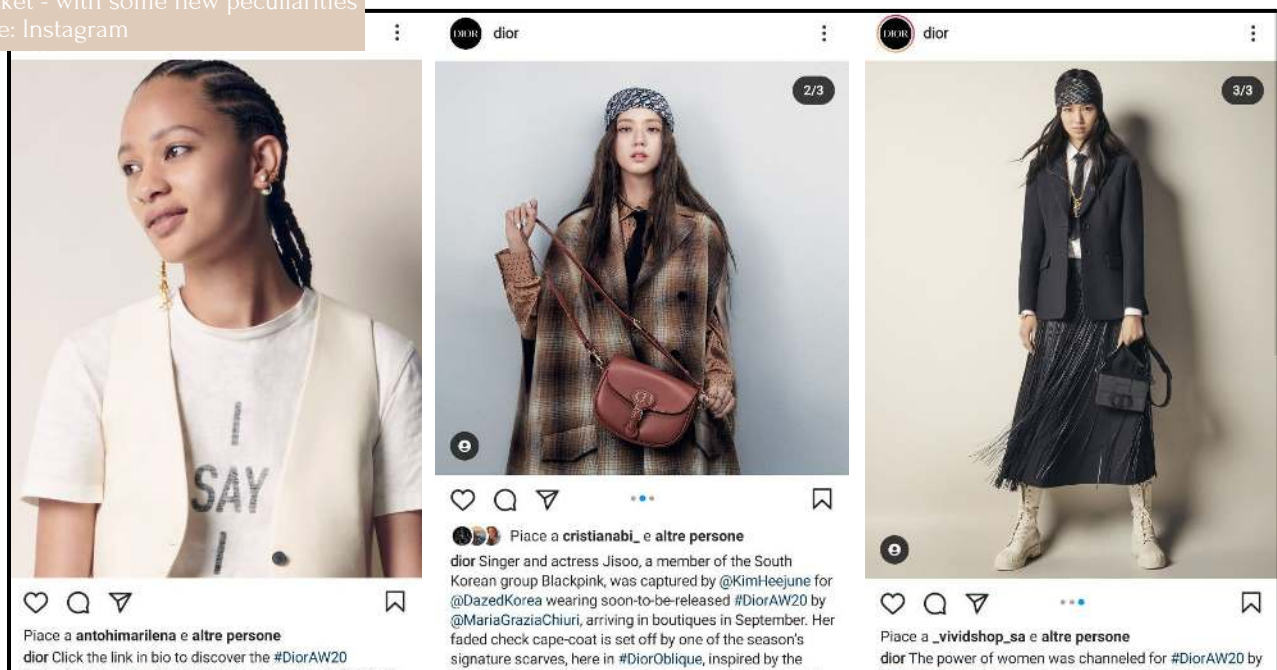
It seems Dior imagined all kinds of women who could have attended a feminist demonstration from the 1970s. Women are considered someone who can be masculine and feminine at the same time, says Vogue journal, women able to wear luxury jewelry with an extreme elegance, discreet and seductive bracelet and earring like intimate secrets.

Fashion editorial and fashion film were shot in Budapest by the duo Vivienne Balla and Tamas Sabo (fashion photographer and fashion film director).

Also on digital platforms, in particular through instagram Dior pays a lot of attention to its customers by posting contents about the AW20 collection. What is interesting to see is that the Maison shares contents even before the release, for example in this case photos of Blackpink's singer were posted. The choice probably is to create hype around the collection and its arrival to shops. In the moment of the release, the French brand decides to post a simpler but very significant content (photo with the collection iconic "I say I") captioned with a link in bio. In addition, Dior publishes new contents about the collection when this one is out. An example of a content is about the BarJacket; every season is presented with some new peculiarities.



Dior AW20/21
Source: vivienneandtamas.com



On Pinterest, Dior creates different sections for each main topic. By clicking on Dior's AW20-21, a brief description about the collection and a set of pictures appear. Pics uploaded are by Paola Mattioli and the collection captures the singularity and diversity of contemporary women's identities.



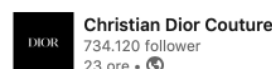
AW20-21

Source: Pinterest

On its own website, Dior builds for every collection a dedicated section. New collection's key concepts are described as silhouettes, set design, celebrities, inspirations, essential accessories and special interviews.

On Facebook, the Maison publishes a storytelling post enriched by pictures captured by Paola Mattioli.

On LinkedIn, the Maison proposes more technical contents.



At **#Dior**, we value and empower our teams to thrive.
Meet **Eva Zhang**, Senior Watch & Jewelry Manager at **Christian Dior Couture** and discover the behind-the-scenes of her **#DreamInDior** experience.

What amazes you the most in your work ?
I am always amazed by the passion and commitment, especially from the **#DiorChina** teams. Working together as one on the Villa Dior in **#Shanghai** and **#Guangzhou** is the perfect example of our team spirit and how we make the **#DreamInDior** a reality.

Linkedin post
Source: LinkedIn

What does Dream in Dior mean for you ?
Regarding the Villa Dior here again as an example, **#DreamInDior** means to be able to imagine, create and develop such an experience to our amazing Clients. This is what we do, this is who we are.

What advices do you have for potential future **#DiorTalents** ?
I would tell them to always dare to dream, be passionate, and to love what they do.

#DreamInDior

Store & Retail

Christian Dior Pre-Fall 2020 collection makes accessible the reconciliation of creation, tradition and innovation to shoppers and Dior's addicted users through the different boutiques and luxury stores across the world. The simplicity, the elegance and the timelessness of each creative piece is expressed on the mannequins in the luxury store or boutiques window displays. It motivates shoppers to check on the clothes worn on the mannequins and also the props.

Dior Boutique Rue Saint-Honoré, Paris

The new large flagship store in the heart of the French capital's luxury and fashion district is considered a "Temple De Merveille", bringing together the whole Dior universe. Distributed over 5 floors, customers can find the entire Dior universe ready-to-wear, leather goods, shoes and accessories, including the fantastic creations of Dior Joaillerie and Dior Maison. The 18th building is characterized by fluid and abstract lines, combined with the soft nuances, that bring a touch of modernity and luminous serenity.



New Dior Boutique On Rue Saint-Honoré
Source: icon-icon



Dior Pacific Place Boutique- Hong Kong
Source: Dior LinkedIn



Dior Pacific Place Boutique- HK

The sumptuous Dior Boutique, located in the heart of Admiralty (Hong Kong premier business and retail center), is a true "refuge of the marvelous".

It offers a sophisticated shopping experience that reflects Dior's heritage in terms of elegance and timeless modernity. It is a new concept of luxury that takes inspiration from the boutique on Rue Saint-Honoré in Paris.

The Dior Pacific Place boutique features a sleek, spacious contemporary showcase – on two levels – and presents the ready-to-wear collections for women and men together with leather goods, footwear, accessories, fine jewelry, timepieces and creations by Dior Maison.

Dior Flagship store in Moscow

Even if the flagship's facade is decorated with historic arched windows that reflect Moscow architecture, the interior is inspired by Dior's Parisian boutique on rue Saint-Honoré 261.

Inside customers can have a look to the Fall 2020 men and women's Collection and all the accessories related. There is also a space dedicated to the interior line of the brand — Dior Maison.

The Windows design is a miniature replica of the salon on Avenue Montaigne with decorations displayed on tiny chairs and sofas.



Dior Flagship store in Moscow
Source: denzo.group

Dior 's pop-up store in London's Harrods

For the launch of the AW20/21 ready-to-wear collection, Dior opened a month-long pop-up store in Harrods. In this velvet-clad ephemeral space the Maison launched for the first time new versions of the House's emblematic bags, including the Saddle, Lady D-Lite, and Dior Book Tote with their distinctive cannage and Dior Oblique motifs.

In this pop-up store there is also the possibility to personalize bags and other accessories using the ABCDior service. The pop-up store led light recalled the one presented during the fashion show.



Pop-up store in London's Harrods
Source: Theglassmagazine

Dior Boutique at Kuala Lumpur

With its stellar and majestic facade and its flourishing garden, the Dior boutique is a magnificent echo of the House's heritage and modernity.

The illuminated flocked props deliver a glamorous effect to attract shoppers' attention on the street, but also emphasize Dior's Fall 2020 collection that customers can find in a dedicated ready-to-wear showcase for both womenswear and menswear.



Dior Boutique at Kuala Lumpur
Source: L'officiel



Dior Boutique at Kuala Lumpur
Source: L'officiel



Integrated Communication

Collection-led integration Print



Collection led integration
Source: theglassmagazine.com



The different communication tools are integrated through the seasonal collection style characterized by blanket checks. The print is modeled on a Bohan-designed bias-cut checked ensemble, jumpsuits in cotton or leather.

Proposed in different colors (above all red, blue and beige) and materials it becomes the unifying communication theme, repeated across different communication activities online and offline.

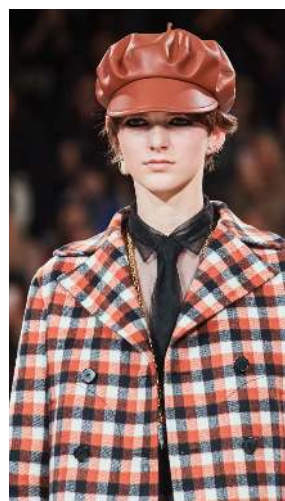
Dior's dominant theme in this collection is feminism, which has become the French Maison's symbol, thanks to the creativeness of Maria Grazia Chiuri.

However, this concept is not visually expressed and it remains behind the scenes, as fundamental landscape.

From window shop stores, digital and print campaigns, and visual merchandize, feminism themes are implicitly perceived through material, print, silhouettes, and colors.



Collection led integration
Source: Dior website



2022
SPRING-SUMMER

DIOR

Creative concept

AVIATION AND NEW BOUNDARIES FOR WOMEN

Inspired by Amelia Earhart, the first female aviator to fly solo across the Atlantic Ocean, the next spring-summer 2022 collection of Dior is going to celebrate all the boundaries that have already been overcome and the next new ones that will be overcome by women.

Amelia Earhart is not only the first female American aviator who set many flying records, but thanks to her determination and bravery, she up-holds the advancement of women in aviation and women empowerment.

In the same way, thorough wearing the new SS 2022 women can feel like they can go beyond their limits and conquer the everyday challenges with higher self-esteem and a touch of elegance, that characterize the Maison Dior.



Amelia Earhart
source: Donne.magazine



Elizabeth L. Remba Gardner
source: Wikipedia

Daily women empowerment is connected to the Dior's concept of feminism, that is based no more on the battle between women and men, but instead on gender equality.

Women can express themselves without any constraints.

In Dior's ideal world, women have no need for seductive clothes, but can express elegance and femininity through functional and comfy clothes with light colors.

Amelia was a pioneer of this way of thinking: she wore trousers in the early 20s and went against the social contract of her time.

The creative director, Maria Grazia Chiuri has always used the catwalk as social commentary to express her positive vision of female leadership. This collection represents a further occasion to emphasize this message, perfectly in line with the vision of the company.

Teaser

The teaser is a suitcase's ticket inside a wooden box that is delivered through a small parachute. On this ticket there are all the information about the location and time of the fashion show. Moreover, with the invitation card you will receive a prototype of the aviator sunglasses (picture) . This teaser has the aim to anticipate the aviation theme, central for this collection and creates expectation to what to expect on the runway show.

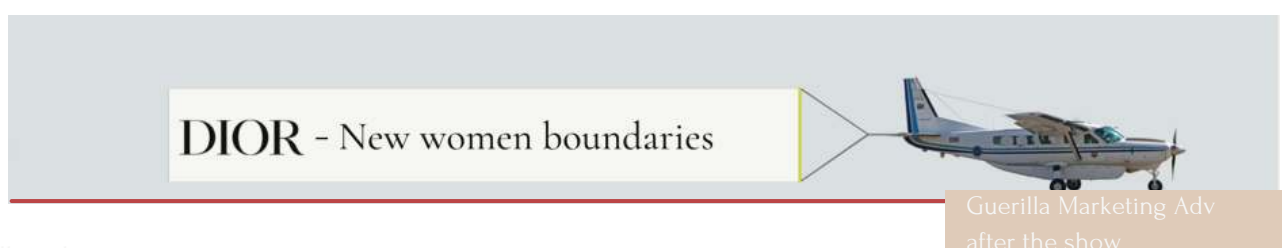


ADV print

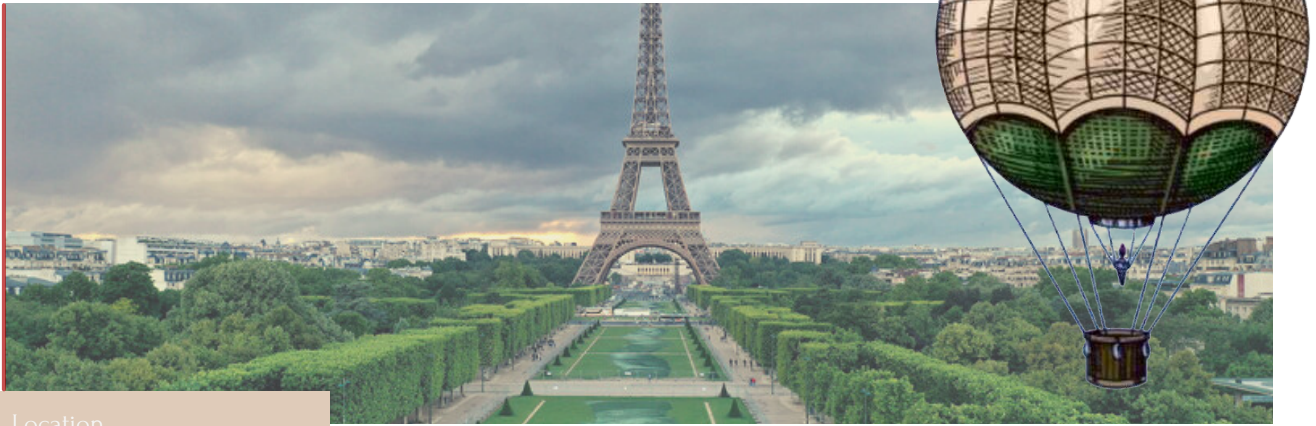
For the ADV print strategy, some elements of guerilla marketing are used to better enhance the billboards that will contain the photo of the campaign.

Guerilla marketing activities consists of placing a branded parachute on the billboard and around the city. This installation will postpone the parachute of the invitations and those present during the runway.

Also, other guerilla marketing elements will be used at the end of the fashion show such as an airplane towing a banner that flies over Paris with the words: New women boundaries.



Runway set design



Location

The SS 2022 collection presents women with strong personalities able to contribute in a significant way and open new roads, starting their journey from the heart of Paris, the city where Dior was born. In line with the previous collections' set location and the strong partnership the French fashion house has with Champ de Mars, the fashion show is set in this public park in front of Eiffel Tower, symbol and heart of the Exposition Internationale of 1937.

The catwalk set design gives the audience the perception of being at the same time outside and inside a space, thanks to the creation of a close pavilion with a glass ceiling (in case of raining). Right at the entrance of the pavilion

the eye-catching words “New Women Boundaries” define the destination of this virtual voyage.

The fashion show set with its design celebrates a space in which you can stop thinking and dreaming just by looking at the sky that surrounds the set.

The floor will be covered with old air routes maps giving the idea of being inside a plane which is travelling around the world. The route map has also the aim to let the audience dream on the next boundaries or place they would like to reach.

Guests will sit on old plane-inspired seats and above them airplanes and Dior's customized parachutes are suspended.

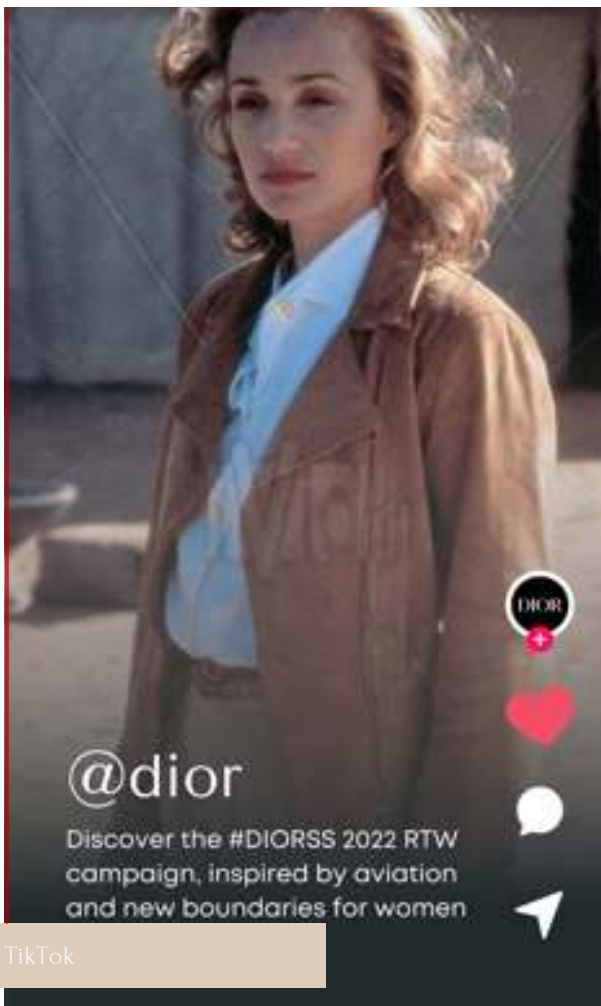


Floor and seats

Digital platform

Luxury brands are beginning to join TikTok platform and the reason is really clear: the growth of this social media among the next generation of shoppers has been enormous in the last years.

But what a luxury brand could offer on this platform? A TikTok video in which the model jumps from a dress to another could be a silly answer and a way to engage people in doing the same at home, creating a sort of contest.



Being already Dior present on Snapchat, the Maison should create a new filter. Using the SS22 RTW Lens the user could display via his smartphone camera one of the campaign elements of the Spring-Summer 2022 women's RTW collection.



On Pinterest, the Maison already does, the posting of dress pictures.

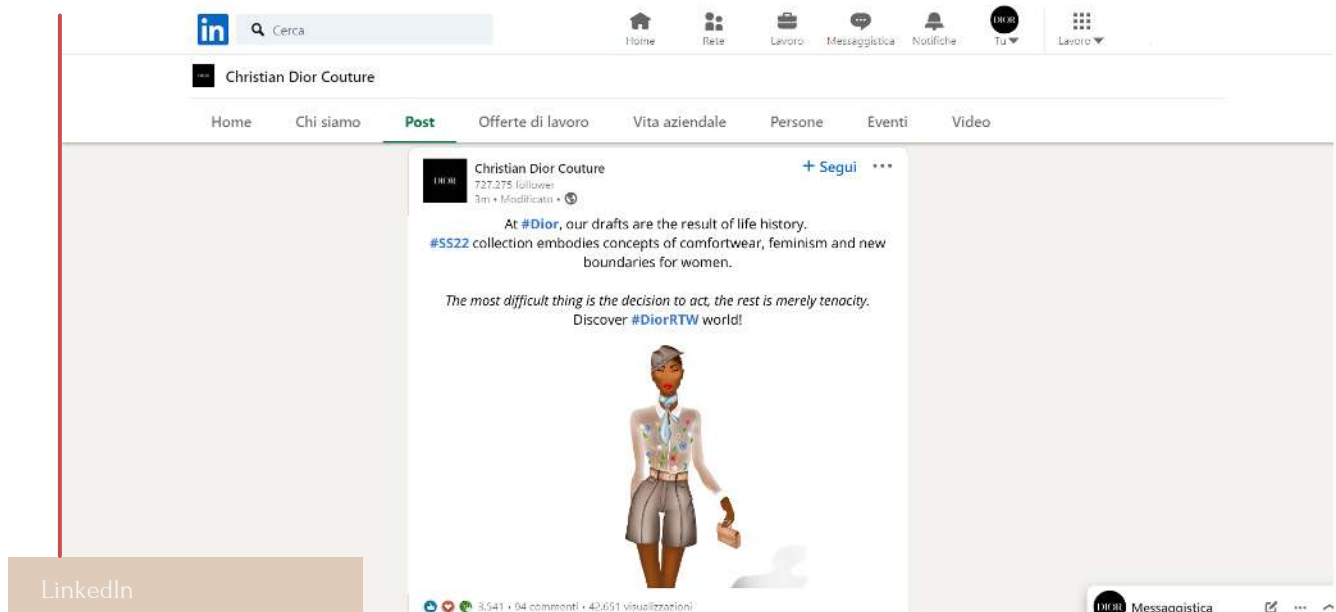
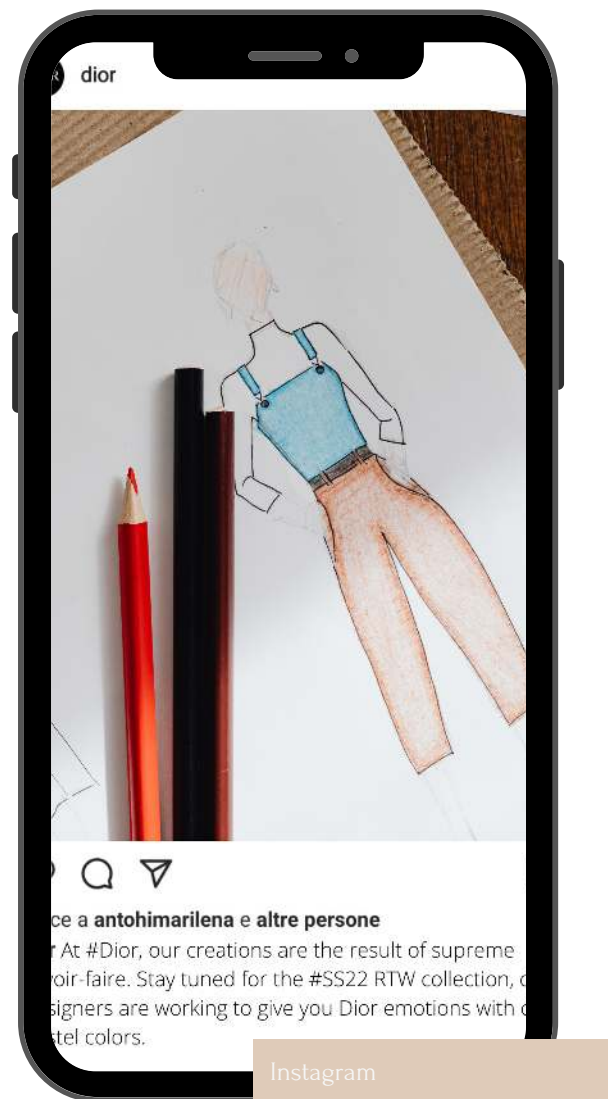
Being Pinterest used to find photos online, in order to boost the use of this platform, it could be interesting for Dior to share some peculiar photos about the making-off and the dresses' details.

Instagram is the ideal network for the fashion and luxury industry because it is an image-centric medium. Here the strategy will be differentiated:

- content published by Dior before the catwalk to create a sense of suspense (content with sentences, keywords, backstage, leathers, sketches)
- content published by Dior after the catwalk with sketches of the fashion show
- content published by Dior about the collection itself (storytelling of the aim)
- collaboration with influencers to gain popularity worldwide
- collaboration with some airlines to enhance the story's power

On LinkedIn, which is a more professional platform, the Maison should publish contents about the catwalk and the leathers used.

One content is a real storytelling about key concepts of this collection enriched by print advertising.



*The most difficult thing is the decision to act,
the rest is merely tenacity.*

Taking as inspiration the first women being a pilot Amelia Earhart,
Dior shows concepts of comfortwear and feminism.

For this spring-summer 2022 ready-to-wear, Maria Grazia Chiuri
maps out an atlas of emotions through the topic of new boundaries for women.



SILHOUETTES



Home page Dior website

Due to the fact that on its own website Dior always draws customer's attention by dedicating entire sections to each collection, also for the SS22 RTW has a dedicated one.

Starting with the quote which is the heart of the collection, the Maison tries to explain in peculiar terms its meaning: new boundaries for women.

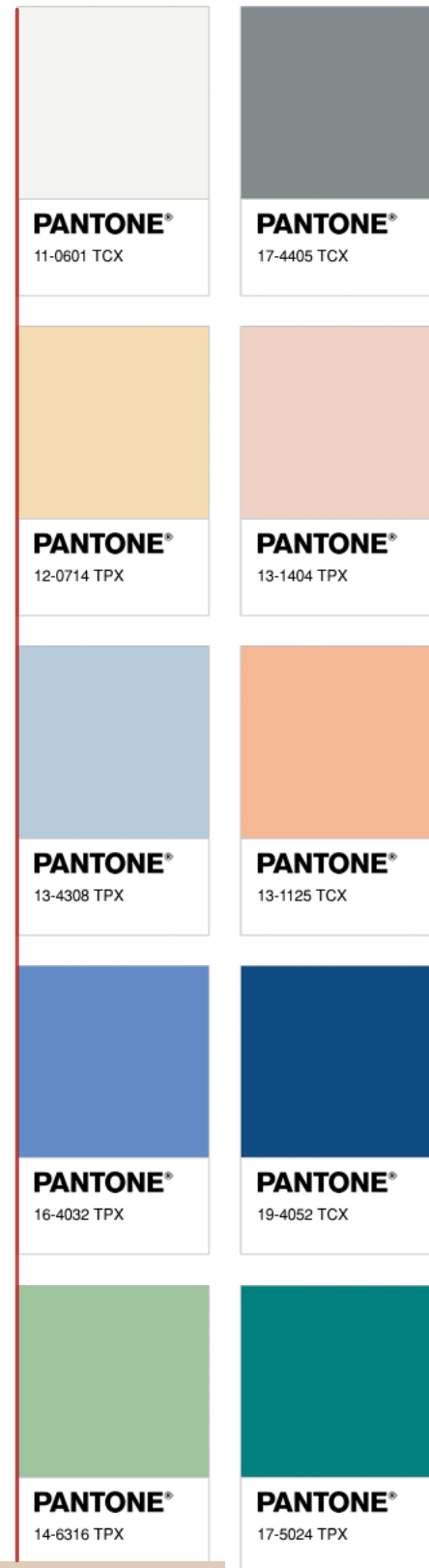
Some pictures of the models will enrich the page (the draft is an example of our idea for the collection, sketched for us by [@Indigollium](#)).

Visual merchandise and store in

The last phase of the fashion tale, it is important because it brings the collection in store, and at the same time it dramatizes within the window displays of the stores, the theme of the catwalk. As expressed above, in the concept/theme part of the fashion tale, the creative idea is connected to the first women who became a pilot. In a figurative meaning, this idea expresses the possibility to overcome new borders, and it is fundamental to position this concept in consumer's mind, through visual elements i such as many white and fluffy clouds wandering in the light-blue sky painted in the wall store, from which appear little airplanes and parachutes.

The colors of the collection reflect sky colors (classic blue, provence, baby blue and white) and 1900s aviation colors (monument, stucco, peach quartz and cornhusk).

Driven by a powerful feminist vision, the Spring Summer 2022 ready-to-wear collection by Dior celebrates the world of aviation. The construction of feminine identity dates back to the 1930s through the essential role of clothing.



Colors of the collection

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