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**Chosen Brand:**

# DIOR

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CHAPTER 1

# Brand Identity

# DIOR

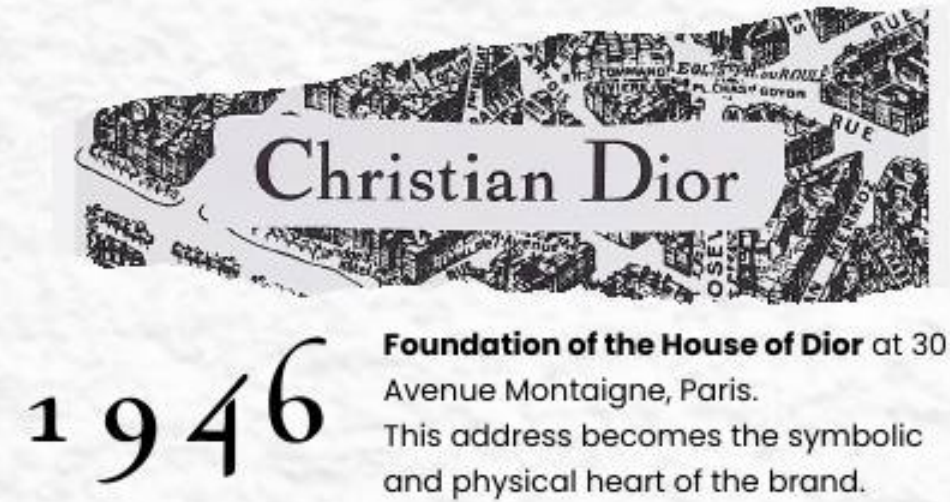
Dior is one of the most influential luxury fashion Houses in history, founded in Paris in 1946 and internationally recognized for redefining modern femininity with the “New Look” in 1947.

From its origins, **Dior has built its identity on haute couture craftsmanship, architectural silhouettes and a strong connection between fashion, culture, and imagination.**

Over time, the Maison has evolved through successive creative directors, each reinterpreting Dior’s heritage while preserving its core values of elegance, savoir-faire, and innovation.

Today, Dior operates as a global luxury universe, where heritage and contemporary vision coexist, and where fashion is conceived not only as product, but as a cultural language and immersive experience.

# HISTORY TIMELINE



**Creation of the Junon Dress**, one of Dior's most celebrated couture pieces, later reinterpreted by future creative directors.

**1949**



**1995**

**Launch of the Lady Dior bag**, which becomes an icon through its association with Princess Diana and the use of Dior's cannage code.



**1947**

**First Dior collection presented**, introducing the lines Corolle and En 8. The press names it the "New Look", redefining **post-war femininity**.

**1957**

**Death of Christian Dior.** Yves Saint Laurent is appointed Creative Director and introduces the Trapèze line, marking the first major evolution of the house after its founder.



**2026**

**Jonathan Anderson** became officially the new Creative Director of the brand with the S/S26 runway.





First iconic piece - **Bar Jacket**  
(1947)



Second iconic piece - **Miss Dior Dress**  
(1947)



Third iconic piece - **Saddle Bag**  
(1999)

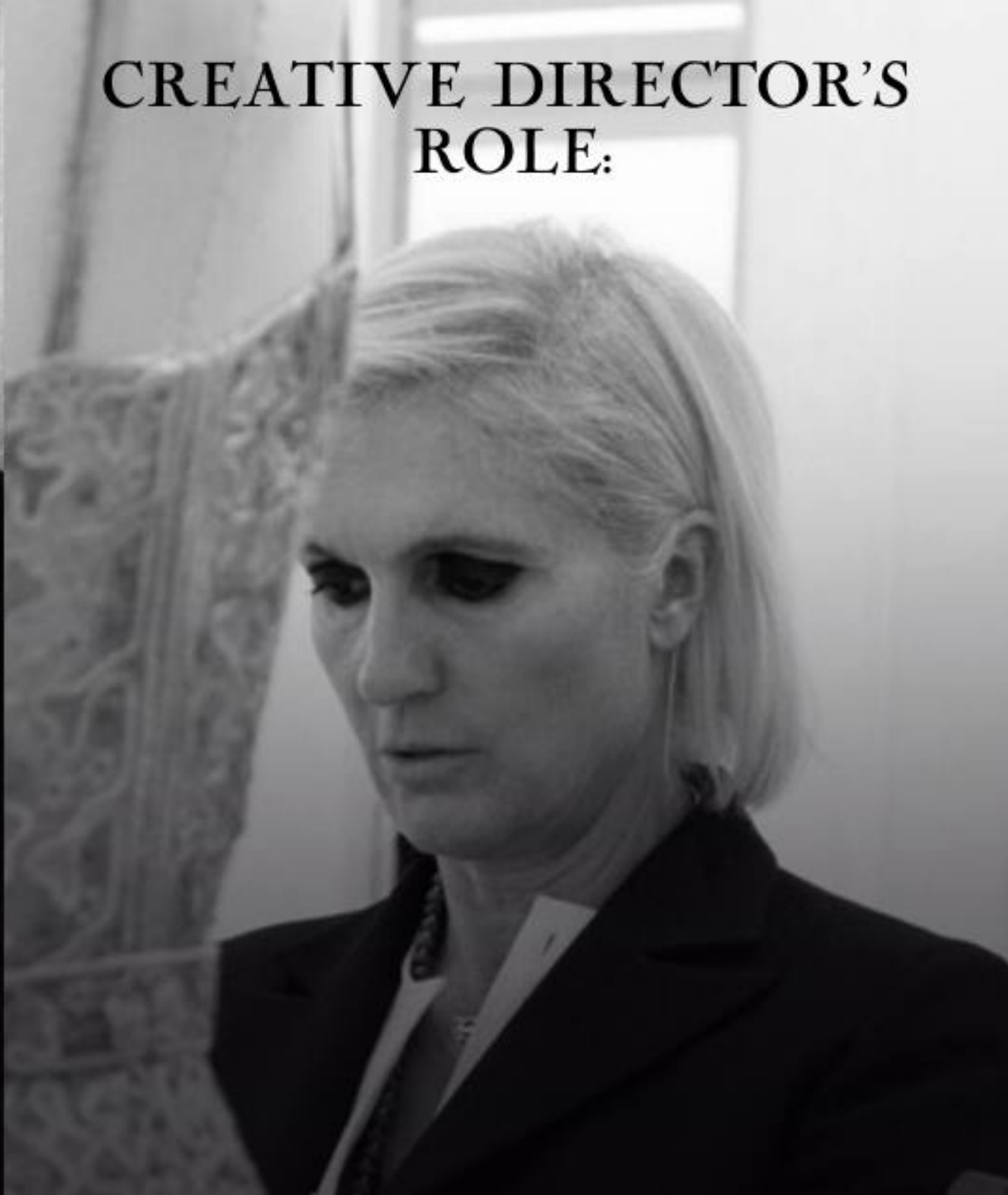
## CREATIVE DIRECTOR'S ROLE:



**Christian Dior** (Founder, 1946–1957)

Christian Dior founded the Maison by introducing the **New Look**, redefining post-war femininity through structured silhouettes, elegance, and couture craftsmanship. He established Dior's permanent DNA: architecture of the body, luxury, femininity, and dreamlike beauty.

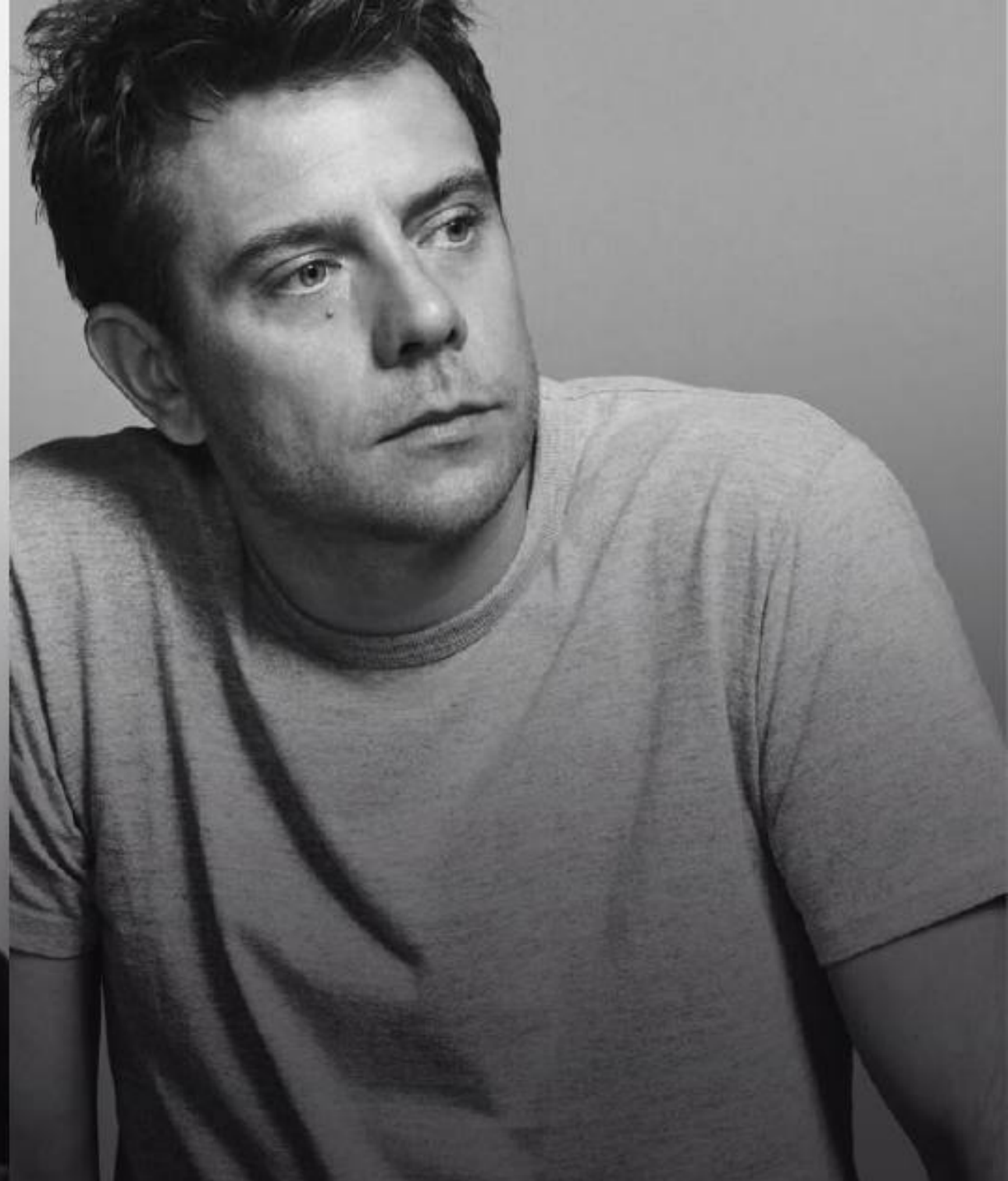
Key change: **He created the codes that every future Dior designer must reinterpret.**



**Maria Grazia Chiuri**  
(Creative Director Womenswear, 2016–2025)

Maria Grazia Chiuri reframed Dior through a **feminist and intellectual perspective**, using collections as cultural statements. She transformed historical house codes into message-driven fashion, shifting Dior toward conscious, empowered femininity.

Key change: **She introduced ideology, feminism, and social discourse into Dior's identity.**



**Jonathan Anderson** (Creative Director, 2025– )

Jonathan Anderson brings a conceptual, artistic, and experimental approach to Dior, **blending couture with organic forms**, craftsmanship, and contemporary art references. His debut signals a move toward innovation, material research, and a more fluid, modern interpretation of Dior's heritage.

Key change: **He pushes Dior toward art-driven experimentation and modern couture language.**



# AAKER'S MODEL

## Brand Loyalty:

Beyond products, Dior anchors loyalty in the emotional “House” narrative (30 Avenue Montaigne as a “kingdom of dreams”) and **consistent heritage storytelling** that makes customers feel like they’re buying into history, not just clothing.

## Brand Awareness:

- Myth-level history
- A globally recognizable “Dior universe”
- Constant cultural presence through campaigns and digital strategy

## Perceived Quality:

Dior’s perceived quality is built on haute couture authority + savoir-faire language.

## Brand Associations:

- **Dream / escape / fantasy:** Dior is literally described as a “designer of dreams,” with fashion tied to dreaming and escape.
- **Iconic silhouette:** tied directly to the first show and positioned as a house eternal.
- **Iconic accessories as heritage objects:** Lady Dior and the Saddle bag as proof Dior can also be culturally loud.
- **Controlled reinvention through creative directors:** Dior’s identity is repeatedly defined as heritage reinvented by its successive creative directors.

## Other Assets:

- **Signature house icons** (Bar jacket, Lady Dior, Saddle): functioning like proprietary recognition cues that Dior can keep reissuing without losing relevance.
- **Brand archive and institutionalized heritage:** Galerie Dior’s historical timeline formalizes the legacy into an official, curated narrative.

Dior’s ADV Campaign



Dior’s pattern

Dior’s packaging

# VISION

**Dior's vision** is to remain a global reference in **luxury**, expanding beyond fashion into a complete lifestyle universe while preserving its status as one of the most desirable and influential luxury Maisons worldwide.

The brand looks toward the future by **transforming heritage into a living system**, capable of responding to contemporary cultural, social, and environmental challenges, while continuing to define elegance and excellence in luxury.



S/S26 Sketch by Jonathan Anderson

# MISSION:

**Dior's mission** is to create **beauty as a lasting legacy**, expressed through exceptional craftsmanship, savoir-faire, and iconic creations.

The Maison is committed to:

- **Preserving and transmitting** haute couture expertise
- Creating **timeless pieces** rather than disposable fashion
- Integrating responsibility and sustainability into creation
- Expressing femininity, elegance, and creativity through design

Dior does not position itself as a fast innovator, but as a **guardian of beauty**, whose role is to elevate fashion into culture, memory, and emotion.



# VERBAL IDENTITY

Dior's verbal identity is built around **emotion, heritage, and imagination** rather than direct commercial language.

By consistently referencing its origins, archives, and savoir-faire, **Dior uses language to transform products into symbols**, creating a refined, poetic, and culturally grounded voice that supports its image as a timeless luxury Maison.

**The Key words of its verbal identity are:**

HERITAGE,  
LEGACY,  
ARCHIVE

ELEGANCE,  
FEMININITY,  
SILHOUETTE

DREAM,  
ESCAPE,  
DESIRE



ICONS,  
REINVENTION,  
CONTINUITY



# VISUAL IDENTITY

- LOGO & PATTERN -

LOGO evolution

Original

ChristianDior

1948

Dior

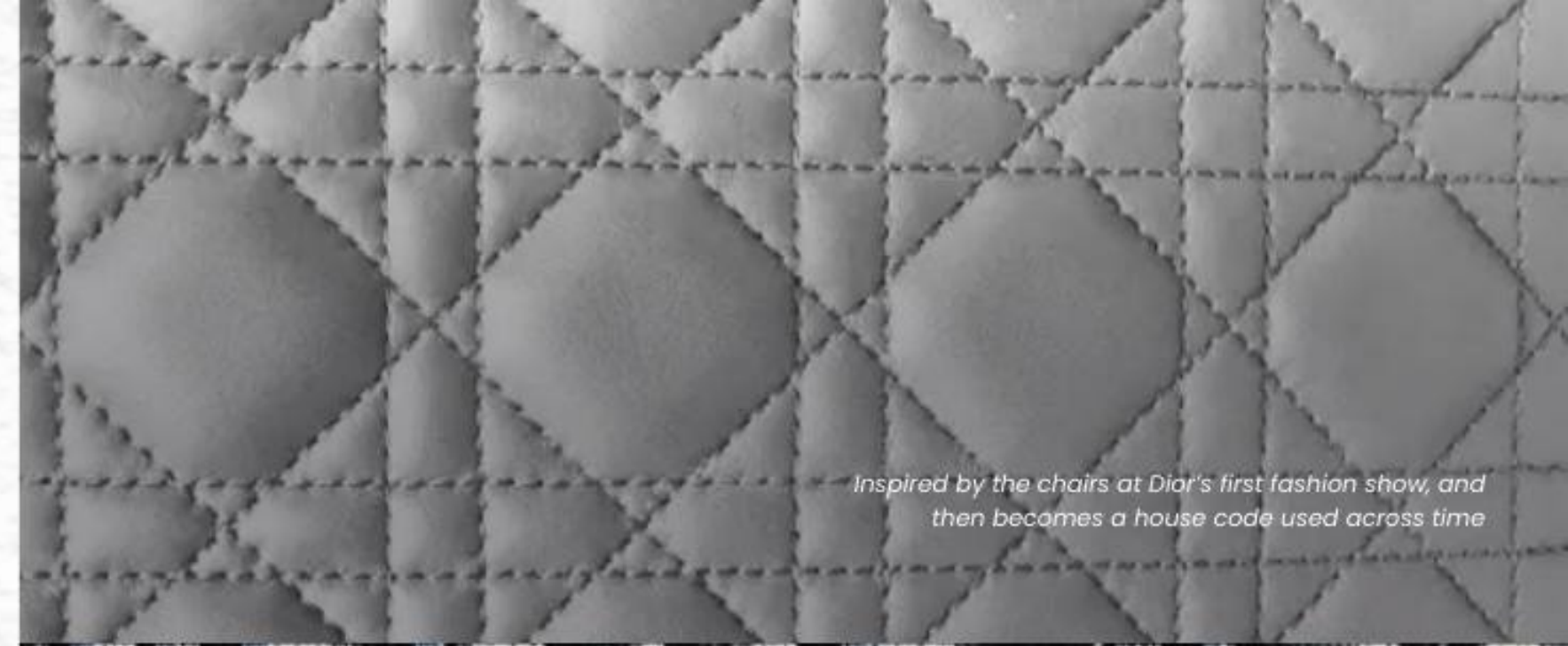
2018

DIOR

Dior's logo is based on a classic **serif typeface** inspired by **Nicolas Cochin**, reflecting French elegance and tradition.

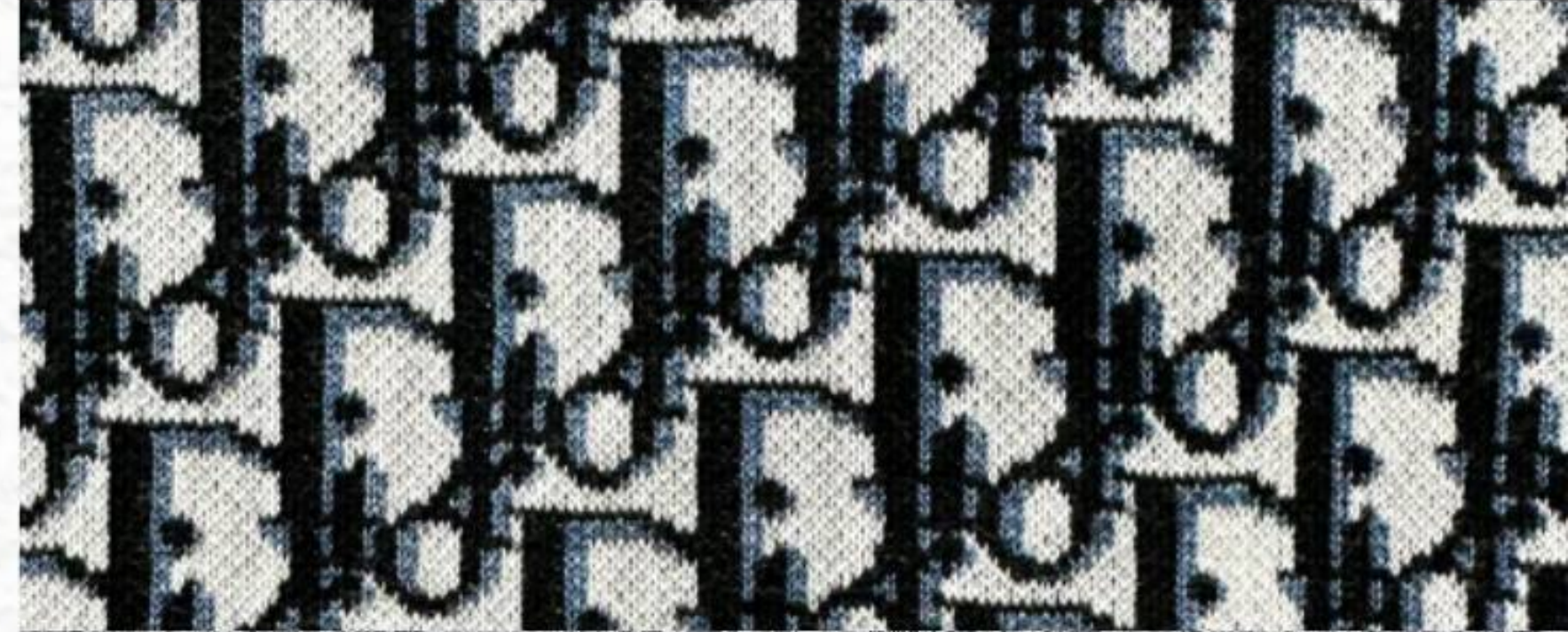
Over time, the font was refined and standardized, shifting to a cleaner, all-caps "DIOR" while keeping the original serif structure.

Cannage stitching



*Inspired by the chairs at Dior's first fashion show, and then becomes a house code used across time*

Dior Oblique



Dior Toile de Jouy



*This pattern always renovate with new animals or natural element inspired by personal experience of the designer*

# VISUAL IDENTITY

## - PACKAGING -

Box that matches with the Toile de Jouy pattern. Usually used for special collection or event



Embossed box. Usually visible near Festives like Christmas

Classic shopping bag available in different sizes.

Lipstick's box that matches with Cannage stitching pattern.

- **Monochrome luxury + minimal identity:** black/white palette connected to elegance/sophistication in multiple sources.
- **"Boxed sets":** Galerie Dior notes lipstick boxed sets launched early
- **Couture-coded packaging objects:** Dior beauty cases borrow house codes turning packaging into collectible "accessory"

# BRAND PERSONALITY



## Dior Architecture

In every look Dior recall to pieces from its archive adapting them to the new trends and customers needs.

Key words: **Elegant, refined, architectural**



## Couture Myth

The brand takes inspiration to their past works, to bring to life new pieces. This consent to Dior to never let die the initial "Dior Dream".

Key words: **Romantic, floral, mystical**



## Icon as Lifestyle

Minimal looks centered on a Lady Dior bag, one of their most famous and heritage-rich pieces they ever made.

Key words: **Prestigious, classic**



## Modern Dior support Feminism

Thank to Maria Grazia Chiuri, Dior, evolved introducing more basic pieces with powerful messages: "tell a message, don't scream it"

Key words: **Contemporary, message-driven**



CHAPTER 2

# Brand Behaviour



# MARKETING STRATEGIES

Dior's marketing strategy is basically: **sell a universe, not a product.**

It keeps the narrative consistent across multiple channel, adapting an omnichannel startegy for selling and communicate its ideals, events and new collections. The brand use:

- **heritage platforms**
- **editorial formats**
- **high-visibility digital campaigns**

**How Dior work** with different channels

the stores and exhibitions create the **myth** storytelling

while digital **spreads the dream/myth** and keeps it alive daily

**Types of storytelling used by Dior:**



The official site of Galerie DIOR visually frames Dior's origin as a mythical birthplace, not just a historical address.

In this page is possible to navigate the **30 Avenue Montaigne** by yourself, going around a 3D replica of the main building, accessing to pieces of Dior's history.

This is the perfect example of the **first type of storytelling** used by the brand.



### 30 Avenue Montaigne

"It had to be 30, avenue Montaigne," wrote Christian Dior in his memoir, published in 1956. In this small hôtel particulier, "as modest in scale as my dream was ambitious," as he said, his couture house opened in 1946. At the time, it only had three workshops – two for flowing designs known as *couture flou*, one for more structured, tailored one, *tailleur* – and employed 85 people. But within a few years it had expanded to the neighboring buildings.



Christian Dior's office (1946)

## Christian Dior's office (1946)

The Christian Dior company was created on 8 October 1946, as a partnership between Marcel Boussac, a renowned textile manufacturer, and Christian Dior. The couturier was closely involved in the running of the company, as both director and creative director.

In the initial years, Christian Dior occupied a modest office overlooking the courtyard, near that of his secretary, Madame Vidmer. When the studio moved to 13, rue François Ier, in 1951, his office moved to a small adjoining room.

1st episode's cover



**Dior Untold Podcast**

Podcast created in 2020 for everyone. It's a collection of 4 episodes and each of them last for 20 minutes, more or less, and on the site it's possible to read the description and listen to them.

This is the perfect example of the **third type of storytelling** used by the brand: behind the scene.

4th episode's cover

# DIOR UNTOLD



the rose de Granville

# CUSTOMER INTERACTION

## - TARGET -

### Demographics

Dior targets affluent men and women, primarily within the **25–55 age** range, with **high purchasing power** and a **strong interest in luxury goods**.

The core customer includes professionals, entrepreneurs, creatives, and high-income individuals who view luxury as a marker of status, culture, and refinement rather than impulse consumption.

### Psychographics

Dior's target values **heritage, elegance, and cultural meaning**.

Emotionally, they are drawn to **beauty, craftsmanship** and **storytelling**, and they often see fashion as an extension of personal identity and values rather than trend-following.

### Geographics

Dior's audience is concentrated in **global fashion and luxury capitals**, including Europe (Milan, Paris, Londo), North America (Los Angeles, NYC) and Asia (Shangai, Beijing, Tokyo).

### Shopping Behaviour

Dior customers **shop selectively and intentionally**, favoring iconic pieces and long-term investments over fast, trend-driven purchases.

They are highly influenced by brand image, heritage, and in-store experience, and they expect personalized service, exclusivity, and storytelling.

**Digital channels are used for inspiration and brand engagement**, while final purchases often occur in flagship boutiques, where the full Dior universe can be experienced.



Example of a Customer inside the Dior Target  
- image generated with AI -

# CUSTOMER INTERACTION

## – SERVICE & EXPERIENCE –

Dior's customer interaction is designed as a **luxury relationship**, not a transaction.

**The boutique** is treated like a curated environment where the client enters a controlled Dior universe where all the elements work together to communicate prestige.

These elements are:

- silence
- space
- product staging
- service

Inside the store, **the sales assistant behaviour** is typically structured around "clienteling": recognizing the customer's status and needs quickly, adapting tone and pacing, and turning the visit into a personalized experience.

They use a **calm and measured tone of voice**, speak slowly, and choose refined, neutral words and avoid imperative language and instead use phrases that guide rather than push.

The sales assistant are **trained to explaining the history of a piece, its craftsmanship, or how it fits within the Dior universe** focusing all the in-store experience on these factors.

**Online**, Dior builds **desire and authority** through editorial storytelling and curated product presentation, then guides customers toward more personal touchpoints like appointments and client service.

In brief:

- **Boutique experience:** immersive, curated, exclusive
- **Sales assistant role:** storytelling + styling + personalization + discretion
- **Online engagement supports and extends the boutique relationship**

Dior Brand ADV



Miss Dior – Product ADV

# STORE ANALYSIS

## - CONCEPT -

Dior boutiques are designed less like “retail stores” and more like private luxury residences or salon-style houses, where the customer moves through a sequence of curated rooms.

Peter Marino, a key architect for Dior flagship, often frames the experience as a “townhouse” with human-scale rooms, private salons, curated art, and thick carpets, using atmosphere and comfort as a luxury signal rather than open-plan efficiency.

Even when stores vary by city and size, the common goal stays consistent: **create a Dior universe that feels intimate, art-driven, and controlled, so product discovery happens as a “journey,” not as browsing racks in a big rectangle.**

# STORE ANALYSIS

## – SPACE DIVISION –

Dior generally avoids “warehouse racks” and pushes a **gallery-like presentation**. RTW is often presented as fewer pieces per zone, spaced out, with mannequins used to “set the look” and rails supporting the story.

This aligns with a luxury strategy where scarcity and spacing imply value.

Major locations often physically **separate men’s and women’s** into different floors or adjacent sections to preserve the “private apartment” feel.



In larger stores, additional categories like Maison, **fragrance collections** or specialty services appear.

### Key factors:

- **Light, neutral palettes** are used as a “purity” and sophistication cue, often paired with layered textures and high-end finishes.
- **Luxury comfort signals:** thick carpets, soft furnishings, curtains, and crafted details that make the space feel residential.
- **House motifs integrated into architecture, especially cannage**
- **Art curation as part of the environment:** stores often include curated artworks and sculptural elements, reinforcing Dior as cultural luxury, not just commercial retail.

High-end Dior stores include **private salons** that support appointment-based service. This is part of how Dior operationalizes exclusivity: **the store isn’t only a shop, it’s a controlled client environment**.



Milan Dior Store



Paris Dior Store



NYC Dior Store



Beijing Dior Store

# STORE ANALYSIS

## - WINDOW DISPLAY -

### Window display formats

#### **Nature-as-dreamscape**

For summer, Dior builds "oneiric" jungle scenes with woven rattan animals and tropical landscapes, tying the scenography directly to house motifs like Toile de Jouy variations.

**This is storytelling through materials + motif + atmosphere** (natural palette, handcrafted texture, escapism).

#### **Miniature worlds and brand mythology**

During holiday seasons, Dior often creates elaborate miniature universes that recount Dior history or codes, sometimes across entire department-store façades and many windows at once.

**The story becomes an immersive "Dior city," where icons and symbols are turned into characters.**

#### **Windows as part of total environment**

In large collaborations with department stores, windows are not isolated displays. They're part of a synchronized system like façade lighting, windows, pop-ups and cafés.

**Dior uses these to create an "event" that turns retail into tourism.**

#### **Code-driven symbolism**

Dior repeatedly uses recognizable brand codes (stars, florals/botanical elements, zodiac references, clover motifs) as recurring symbols in the set design, so people recognize "Dior" even before reading a logo.

**This is part of the visual branding of Dior.**





Holiday Miniature worlds made for a Window Display

# STORE MOODBOARD





CHAPTER 3

# Collection Analysis



# COLLECTION DESCRIPTION

- F/W 2025-2026 RTW -

The collection was **designed by Maria Grazia Chiuri** with the show staged in collaboration with American artist and director Robert Wilson.

**The concept of this collection is built around the idea of metamorphosis and mutation,** exploring layered process where identity, time and memory are constantly reshaped. The collection reflects on how fashion evolves through accumulation rather than rupture, blending past and present into a fluid narrative.

Also **the scenography** reinforces the concept of the collection through a theatrical and immersive environment, dominated by dark tones, shadows and LED lighting. The space feels suspended between reality and abstraction, **mirroring the collection's dialogue between history and reinvention.**



# RUNWAY LOOKS

- FIRST PART -



White lace

– SECOND PART –



Ornamental pattern

Beige trench

- THIRD PART -



Black lace

– FOURTH PART –



Black coats

- FIFTH PART -



Black velvet

– SIXTH PART –



Black flower-like pattern

– SEVENTH PART –



Black intertwining

Black crop outwear

- EIGHTH PART -



Embroidery



Black leather motif

- NINHT PART -



White and black fur

Fur outerwear

- TENTH PART -



Silver embroidery



Silver motif

– ELEVENTH PART –



Gold and red motif



"Dirty" red jacket



Red jacket

# STYLES



## Dark Romanticism

One of the strongest moods in the collection is a **dark, introspective romanticism**.

This is expressed through:

- lace
- sheer fabrics
- flowing dresses
- delicate textures

This mood evokes memory, nostalgia, and interiority, aligning with the collection's interest in identity and time.



## Historical Echoes

Another recurring mood is a sense of **historical layering**, where references to past silhouettes and garments appear subtly transformed thanks to the use of:

- ruffles
- corsetry-inspired details
- period-like proportions

This style contributes to the feeling of **time being compressed**, with past and present existing simultaneously within the same look.

## Tailored Severity

The collection features a **strong tailored and austere style**, drawing from masculine wardrobes.

In this collection is underlined discipline and control that can be seen through pieces like:

- Sharp jackets
- coats
- structured elements

This style reinforces the dialogue between strength and fragility.



## Contemporary Minimalism

Clean lines, simplified shapes, and restrained ornamentation allow the focus to remain on form, proportion, and movement.

This mood introduces **clarity and wearability**, preventing the collection from becoming overly theatrical and reinforcing its relevance to contemporary life.



# SILHOUETTES

Silhouettes throughout the collection are defined by **contrast and transformation**:

- The **upper body often appears structured and controlled**, with sharp shoulders, fitted jackets, and tailored coats that emphasize posture and authority.
- The **lower body tends to be softer and more fluid**, featuring skirts and dresses that move freely and introduce a sense of lightness and vulnerability.
- Layering is a key technique, with garments worn over or under one another to create depth and complexity, reinforcing the theme of mutation and evolution.
- **Proportions shift between fitted and elongated forms**, suggesting bodies in motion rather than static shapes.

Overall, the silhouettes convey a sense of becoming rather than being, reflecting a body that adapts, changes, and resists fixed definitions.

The silhouettes can be described also with shapes.

Here there are the most used shapes to create all the pieces of this collection:

- **inverted triangle**
- **trapezoid**
- **square**
- **hourglass**

*Inverted triangle*



*Trapezoid*



*Square*



*Hourglass*



# COLOR PALETTES

## Core palette: black and white, beige contrast

The collection is dominated by **black** in multiple finishes combined with crisp **whites**, translucent whites and **beige**.



## Secondary neutrals: charcoal and deep shadow tones

Beyond pure black, the looks lean into **charcoal**, **smoke**, **grey** and near-black tones to keep the mood dark and theatrical, letting texture do the visual work rather than color.



## Accent tones: Red tones

In this collection Dior used the red color as touch color, adding accents to the looks.

The brand choose colors like **vivid red** and **"dirty" red**.

# COLLECTION MOODBOARD





CHAPTER 4

# Collection Book





# VICTORIAN DRAFTS

– FIRST GROUP –

The first group of the F/W 2025–2026 RTW collection is titled **Victorian Drafts**.

This group takes its name from the **patterns** used, the **embroidery** and the **lines** of the garments **that recall the Victorian style**.

Everything is reinterpreted through a modern lens, a hallmark of Dior, which consistently draws from the past to create new art.

# PRODUCTS

- FIRST PART -



- SECOND PART -



# CLOTHES DISPLAY

- SINGLE DISPLAY -



- DOUBLE DISPLAY -



# PRODUCTS

– SINGLE DISPLAY MANNEQUINS –



- DOUBLE DISPLAY MANNEQUINS -



# MANNEQUINS DISPLAY

- SINGLE DISPLAY -



- DOUBLE DISPLAY -



## ACCESSORIES DISPLAY



# QUIET ROMANCE

- SECOND GROUP -

The second group of the F/W 2025–2026 RTW collection is titled **Quiet Romenace**.

The name derives from the extensive **use of lace and sheer fabrics** in these garments, which convey a **sense of lightness and harmony**, accompanied by an **overall tone of softness**. The use of fabrics such as velvet, along with warm shades of red and white, further enhances a feeling of peace and ease, characteristic of a **quiet romance**.

# PRODUCTS

- FIRST PART -



– SECOND PART –



# CLOTHES DISPLAY

- SINGLE DISPLAY -



- DOUBLE DISPLAY -



# PRODUCTS

– SINGLE DISPLAY MANNEQUINS –



- DOUBLE DISPLAY MANNEQUINS -



# MANNEQUINS DISPLAY

- SINGLE DISPLAY -



- DOUBLE DISPLAY -



## ACCESSORIES DISPLAY



**THANK YOU!**