



Christian Dior: The Man Who Made the World Look New

Marie-France Pochna

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Dior's career, a veritable fairy tale, is set in a rich tapestry of Paris cultural life before, during, and after the war. Much of Dior's daily inspiration emanated from the world of the intellectual and artistic elite, in which he moved with such people as Erik Satie, Francis Poulenc, Henry Sauguet, Jean Cocteau, and Raoul Dufy. Born at the end of an era in which luxury seemed reserved only for the happy few, Dior again revolutionized the world of fashion by introducing, in the early 1950s, "ready-to-wear" in his Dior Boutique. Until then, couturiers had worked essentially if not exclusively for the very rich and famous. With his boutique, Dior brought high fashion to the world at large. Marie-France Pochna guides us skillfully through the constellation of Paris high-fashion luminaries: Lanvin, Balenciaga, Lelong, Hermes, Givenchy, and Jacques Fath. Rivalries and gossip might have divided the fiefdoms, but absolute perfection in design and high standards of fashion united the Paris "family" of haute couture. From 1947, when the House of Dior was established on Avenue Montaigne near the Champs Elysees and burst upon the scene following its first collection, we follow the Duchess of Windsor, Olivia de Havilland, Greta Garbo, Marlene Dietrich, Ingrid Bergman, and many more society celebrities and film stars - all Dior clients - to their fitting rooms.

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