

# The House of Christian Dior

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## Abstract

This paper will provide the history of The House of Christian Dior before the talented designer began his successful business until present day. You will be reading about Dior's target market (demographics, psychographics) Who are the brands most loyal consumers?, marketing mix analysis which consist of the four P's ( Product, Price, Place, Promotions). The following margin will consist of a conclusion, moodboard of the brand that will be based on Fall and Winter 2017 collections and colors, and lastly the reference sheet of every article used to compose such peper.

## Background

Christian Dior was a French Couturier best known for his eponymous fashion house known mainly as Dior it specializes in Women's ready to wear garments, leather goods, fashion accessories, footwear, Jewelry, fragrance and makeup. Although he began by focusing mainly on women's designs he later on created a line for men as well called Dior Homme. Christian Dior was born in the seaside town of Granville on the coast of Normandy on January 21, 1905, the son of a wealthy fertiliser manufacturer Maurice Dior and Isabelle Cardamone. Both parents wanted their son to become a diplomat but that was not something Dior envisioned in his future. Dior's father owned a firm that was called Dior Freres. During 1931 Christian Dior had lost his mother. He adored his mother and her Belle Epoque way of dressing which was a style that stayed in his memory always. Dior had an artistic mind and spirit which was the reason for his success. During 1930 the incline of his art work and career started when he began selling his sketches on the streets to make money. In 1928, at the age of 23, Dior left school, Sciences Po located in France, to open up an art gallery with a friend to sell art pieces like Pablo Picasso, which was sponsored by Dior's father. Due to financial problems the family underwent during the Great Depression and loss of family members the art gallery had to be closed alongside his father's firm.

In 1937, age 32, Dior's first entry level job was with fashion designer Robert Piguet who allowed Dior to design three pieces for his fashion collections. Piguet being a designer himself taught Dior about simplicity and elegance through each design piece he made. Christian Dior also worked alongside French designer Pierre Balmain, the founder of fashion house Balmain. Once Dior had served his time in the military he went back to France and joined the fashion house of Lucien Lelong being the primary designer alongside Pierre Balmain. Throughout World War II Dior designed for the wives of Nazi officers and French collaborators after turning down Balmain's offer to start their own business as talented designers and couturiers. But Dior's life changed in 1946 when he met French entrepreneur Marcel Boussac mainly known as the richest man in France. Boussac had invited Dior to be one of the designers for Philippe Et Gaston which was a Paris fashion house founded in 1925, but Dior refused the offer as he wanted to start his own brand label. Tired of working under other designer brands, selling his sketches for very little money and not receiving enough credit for his artistic mind and eye, Boussac began backing him up and the fashion house of Dior was founded on December 8, 1946.

A year later on Feb 12, 1947 the first collection was launched under the name brand of House of Dior. Dior named his first collection Corolle meaning circle of flower petals due to his love for flowers. His designs had a sexy and elegant look unlike the boxy style during World War II, he was a master at creating shapes and silhouettes and known for using more than one type of fabric on a dress. Dior liked the curvy figure women had which is why he implied it on his designs, which consisted of hip padding, wasp waisted corsets, bustier style and petticoats. He wanted women to feel sexy and love their body shape. Due to its success “Corolle” received a new name from the public which was The “New Look” due to Dior bringing back the elegance of Haute Couture, which was very popular in France and worn by many women. During World War II, Catherine, Dior’s sister, joined the French Resistance but was captured by the Gestapo who then incarcerated her at the Ravensbruck concentration camp. She survived and was rescued in 1945. At the same time of the release of his fashion brand he named his debut fragrance Miss Dior after his sister.

After the first release of his first collection orders began to pile up, people happy with what he brought to the table. Famous and rich consumers began to love his designs like Rita Hayworth and Margot Fonteyn which raised Dior's profile significantly. But they weren't the only ones that noticed his hard work, the British royal family had invited him to stage a private presentation of his collection. Like any other person Dior was very superstitious in every collection he always named a coat after his place of Birth, Granville and in each show of his one out of many models wore something that represented his favorite flower which was the Lily. Dior collections made so many debuts in parades, television and fashion shows.

Christian Dior's first shop was in New York City in November 1948 on 5th Ave and 57th street, New York, consisting of ready to wear garments. In the same year he launched Miss Dior who was dedicated to his sister with Diorama following the next year.

In 1955 Dior made Yves Saint Laurent his design assistant and later on met with Saint Laurent's mother to inform her of the news that her son will be leading Dior to a better future. But two years later a tragedy happened, on October 24, 1957 Dior suffered from a heart attack which caused him his death. About 2,500 people attended his funeral and the house of Dior was now under supervision of Jacques Rouet. Rouet later on assigned Yves Saint Laurent as the artistic Director of the house of Dior. But Saint Laurent's time at Dior was short as he had to attend the army and was replaced by Marc Bohan. Bohan's talent made it pretty easy for the company to get over Saint Laurent's leave, and so a new era, new Silhouettes and the slim look arises due to Bohan. In 1985 Bernard Arnault became chairman, CEO of Christian Dior.

## Target Market

Famous French fashion brand, Dior is the world's largest high fashion brand known for its "New Look" Silhouette Bustline, narrowed waist and a monumental volume of skirt falling away from a padded hipline to below the calf. From the start the brand Dior began targeting women of age 25 and up, then moved on to men collections to attract a different audience and lastly a small kids line. Women loved the idea of traditional and classical looks which is what Dior's intentions were but they do not just focus on garments for women and men but also jewelry, fashion accessories, footwear, leather goods and fragrance. Their newest invention is Dior's line of beauty products and are most famous for the red lips, it is advertised by famous actress Natalie Portman. Dior has opened up about 235 boutiques worldwide, each boutique having that romantic scene look, very luxurious.

## Demographics

The House of Dior ( Dior) targets young adults ages 25 and older. Due to the number of orders they receive from clients the company uses as much fabric as they can. Their basic colors consist of black, white and grey but for every season they incorporate other colors in their collections as well. The color that makes the brand stand out the most is red as they use it for garments and now as part of their makeup brand. Dior also has a product line of fragrances although the name of the product changes throughout time just like their audiences. Miss Dior has reached a younger generation which is great news for the brand itself. This brings them more revenues the more the younger audience purchases the product. Dior also has its makeup line and skin care line which is sold in retailers like Sephora, Saks, Bergdorf Goodman and others. The target market for those products are as well the younger audience due to the brands quality in the product. But what is dior best known for is their number hits in garments on the red carpet worn by celebrities. Their dresses are worn by famous celebrities like Rihanna, Charlize Theron, Blake Lively and Natalie Portman. The overall look of the brand is very elegant, feminine and luxurious.



## Psychographics

A Dior consumer is someone who is elegant with a social distinctiveness and a high income. Its major clients are celebrities and upper class consumers who have no hesitation with Dior's prices when it comes to buying them

## Product:

Dior is a luxurious fashion brand who offers its consumers womens and mens garments, jewelry, fashion accessories, makeup and skincare, footwear and leather goods. The brand itself first objective was to attract women and create a whole new different style for them so they could embrace their body shape. The brand later on began to satisfy styling senses of high class consumers and still maintained its objectives. It has maintained its position as the creator of Haute Couture or at least reminder of Haute Couture since the first collection launched. Haute Couture is recognized all over the world and has had an increase of revenues and popularity as more celebrities are wearing them in red carpets and award shows. Dior also has a product line for kids which is called Dior kids. Miss Dior and Poison are some of its popular fragrances made for women and Sauvage, Jules and Higher were made more for a man's taste . The company produces concealers, foundation, powder, blush for face, mascaras, liners and primers for eyes, lipstick, gloss for lips and several other products under its make-up kit. Toners, serums, scrubs, masks are available as part of skincare regime and can be found in high retailers like Sephora, Bergdorf Goodman, Saks, Macy's, and Bloomingdale's.

## Price:

Dior's style has developed different styles of clothes throughout the years. They are known for using high quality fabrics such as silk, Wool, sheer, lace and others. The use of embellishments on some garments such as their Haute Couture Line add great elegance and detailing to their designs. Garments with such a high quality of detailing can not be valued at a low price. Their collections consist of thousands of dollars, and you can just imagine how much their Haute Couture collections can cost.

Dior markets its products for high class and high income groups with help of its quality assurance and exclusive creations. Dior creates a relationship based on trust with its consumer and it is them that helps the companies revenues rise each year. Dior is all about exclusivity and its clients recognises it. At the end of the day Dior's consumers do not mind their prices as are those who will be seen wearing the brands logo on. Womens clothing can range from \$2000 and up to whereas men's can range anywhere between \$1000 and up. Dior's market cap as of May 2016 was set at \$31.5 Billion. (Forbes, May 2016)

## Promotion

For their distribution methods Dior focuses on one person representing the company mainly someone who is known worldwide, a celebrity. Actress Jennifer Lawrence made her debut as Lady Dior in her Oscar Acceptance for her movie Silver Linings when she wore a dress from Dior's Haute Couture collection. Among others was Charlize Theron who was signed as the face of fragrance J'adore in 2003. Due to Dior's release of different fragrances they require different faces for each like Natalie Portman who is the face of La Vie en Rose fragrance.

Dior is all about trust and relationship, the brand rewards the loyalty of its customers by sending them their latest product through mail so they can advertise it and have others want to buy it. Another method is also sending newsletters about their latest collection where they can either purchase online or at certain boutiques. Ziyi Zhang, Blake Lively and Madonna are some of the celebrities who have been seen in public wearing this brand. As promotion plays a big role in marketing, Dior contacts magazines like Vogue, Harper's Bazaar and Elle to debut their advertisements.

## Place

Dior's headquarters is located in France but due to the company's success in revenues since 1947 new locations have opened up in different countries. The United States was the second country that The House of Dior opened its doors for. The company has different boutique locations in different continents, each boutique is located in a high class environment such as nearby or next to other luxurious brands. The company's Headquarters is in Paris, France, Dior sells their products through its chain of retail stores in the global market, other retailers like Saks, Bergdorf Goodman, Bloomingdales and others as well through their online stores at dior.com.

## Conclusion

As the main author of this article it was such a pleasure writing about a brand that has come a long way with great success and great objectives about what they want to be known for. Learning about Dior's appreciation of women's body shapes and wanting them to stand out to the public for them to say "WOW" is an inspiration for me. Body shaming has been going on throughout this whole year of 2017 and to view each of Dior's designs and see that he does not only focus on women with small petite bodies is something that you want to see, hear and wear. Learning about his struggles from losing his mother the person he loved and inspired all his designs, to opening up his first store also inspired me to continue chasing my dreams and not give up. I definitely would like to work with the brand in the upcoming future.



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