



# DIOR

# **Press and Influencer Media Kit**



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# Brand Story

Established in 1946 by Christian Dior, the fashion house Dior has long epitomized the height of haute couture and refined elegance. Dior was renowned for its groundbreaking designs and redefined post-war fashion with the iconic "New Look," which celebrated femininity and opulence. The brand's dedication to exquisite craftsmanship and timeless style is evident in its meticulously tailored garments and luxurious fabrics. Dior continues to blend classic sophistication with contemporary innovation, underpinned by a legacy of impeccable artistry and grace. Its enduring influence shapes global fashion, making it a symbol of enduring prestige and unparalleled quality.

## Mission Statement

To continue the legacy of Monsieur Dior by crafting luxurious, high-quality products that combine tradition with modernity, celebrating the unique beauty and elegance of every individual who wears Dior.



DIOR

# DIOR

# BRAKLIN

PR STRATEGIES

*"Dior's Expertise, Tailored Just for You."*

BRAKLIN PR STRATEGIES

DIOR

BRAKLIN@PR.COM

FOR IMMEDIATE RELEASE: 7/31/24

**Dior Unveils Personal Styling Program**

*Dior Program Offers Exclusive Styling Straight From the Prestigious Atelier*

Paris, France – July 31, 2024 – The House of Dior is proud to announce the launch of its new Personal Styling and Shopping Program, an exclusive service designed to offer clients unparalleled exclusive access to the talents of the atelier.

This bespoke initiative will provide clients with the opportunity to work directly with one of Dior's experienced Première Seamstresses with an appointment at the atelier in Paris, celebrating our tailored approach to style and luxury.

Clients who utilize the Personal Styling and Shopping Program will receive individualized consultations from our masterful stylists in the weeks after collections unveil in mid-April and who bring a wealth of expertise in curating personalized looks that reflect each client's unique personality and lifestyle. Each session promises a journey into the world of haute couture, where the artistry of Dior meets the individuality of our esteemed clientele.

Participants in the program will enjoy private appointments in a luxurious setting, where they will explore Dior's latest collections and timeless classics. Our atelier experts will meticulously assess each client's preferences and requirements, offering bespoke recommendations and guidance to craft a wardrobe that embodies grace and refinement. The program ensures an intimate and personalized shopping experience, marked by the elegance and excellence synonymous with the House of Dior.

This innovative initiative underscores Dior's dedication to enhancing the client experience and reaffirming its legacy as a symbol of sartorial excellence. We invite you to indulge in the art of personal styling and embrace a new standard of luxury with Dior's Personal Styling and Shopping Program. For additional information or to schedule a consultation, please contact:

Jake Trygstad, Co-CEO BRAKLIN  
231-457-3390

CHRISTIAN DIOR SE, commonly known as Dior, is a multinational luxury fashion company owned by fashion and beverage conglomerate LVMH. The house was founded in 1946, and has been committed to excellence and elegance since then.



# Dior Fact Sheet

## Basic Information

Full Name: Christian Dior SE

Founded: December 16, 1946

Founder: Christian Dior

Headquarters: Paris, France

Industry: Fashion, Fragrance,  
Beauty

Parent Company: LVMH (Moët  
Hennessy Louis Vuitton)

## Key People

Bernard Arnault (Chairman and  
CEO of LVMH)

Pietro Beccari (CEO of Christian  
Dior Couture)

Maria Grazia Chiuri (Creative  
Director, Women's Collections)

Kim Jones (Artistic Director, Dior  
Men)

## Financial Information

Revenue (2022): Estimated €64.2  
billion (LVMH's total revenue, since  
Dior's specific revenue figures are  
often reported as part of LVMH)

Operating Income (2022):

Estimated €21.1 billion (LVMH  
total)

Market Capitalization:  
Approximately \$400 billion (LVMH  
total)

## Geographical Reach

Stores Worldwide: Over 200 Dior  
boutiques globally

Primary Markets: Europe, Asia,  
North America, Middle East

## Product Range Breakdown

Haute Couture: Custom-fitted,  
high-end apparel

Ready-to-Wear: High-quality  
collections for general consumers

## Accessories

Handbags: Iconic models include the  
Lady Dior and Dior Saddle Bag  
Shoes

Small leather goods

Miss Dior (Fragrance and Beauty)

J'adore (Fragrance and Beauty)

Dior Sauvage (Fragrance and Beauty)

Jewelry and Watches: Luxurious  
collections reflecting Dior's design  
ethos

## Notable Products and Impact

Miss Dior (1947): First fragrance of  
the house; a lasting classic

Lady Dior Bag (1995): Iconic  
handbag modeled by celebrities and  
royalty

Dior Saddle Bag (1999): Re-  
introduced and highly popular  
among fashion enthusiasts

Dior Beauty: Includes leading  
skincare and cosmetics lines

## Employee Information

Number of Employees: Over 15,000

## Digital and Social Media Presence

Instagram: Over 40 million followers

## Sustainability Efforts

Ethical sourcing

Use of eco-friendly materials

Reduction of carbon footprint

Global Initiatives: Part of LVMH's  
environmental strategy, including  
biodiversity and climate change  
mitigation efforts

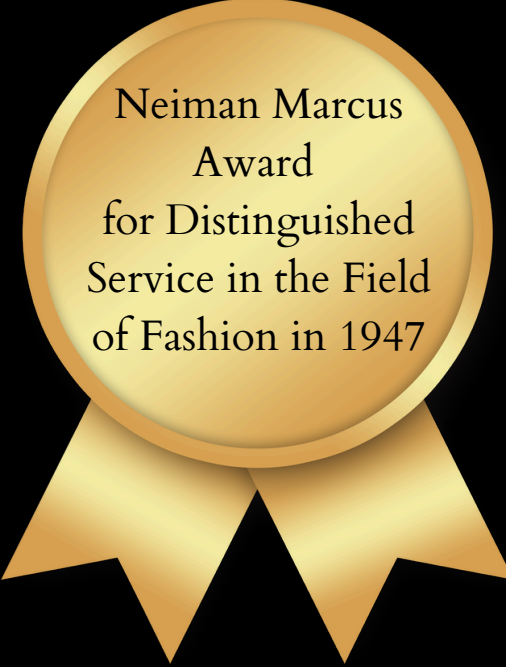
DIOR

# Look Book




DIOR


# Awards & Nominations




Neiman Marcus  
Award  
for Distinguished  
Service in the Field  
of Fashion in 1947



Nominated for the  
Academy Awards  
for Best Costume  
in black and white  
in 1955



Nominated for Best  
Costume Design at  
the César Awards  
for *Bras de fer* in  
1986



Nominated for the  
Academy Awards  
for Best British  
Costume in 1967

Dior has a long and illustrious history, synonymous with luxury, elegance, and innovation.

While the fashion house itself doesn't directly receive awards, its impact on the fashion industry is undeniable, and its products and ambassadors have garnered numerous accolades.

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# INDUSTRY RECOGNITION

DIOR'S LEGACY: A YEAR IN A VIEW

## Critical Acclaim

Dior's Spring/Summer 2023 Haute Couture collection was widely praised for its innovative designs and craftsmanship

Dior Men's collections under the creative direction of Kim Jones have consistently received positive reviews for their modern interpretation of masculine style.

## Celebrity Endorsements

Blackpink's Jisoo as a global ambassador, significantly boosting Dior's popularity in Asia.

Charlize Theron continues to be a face of Dior's J'adore fragrance, maintaining a strong association with luxury and femininity.

Robert Pattinson as the face of Dior Homme, representing a modern and sophisticated masculinity.



# Dior

## Industry Awards and Recognition

Dior products, such as fragrances and makeup, often win beauty awards and accolades, such as:

**Dior Capture Totale Super Potent Serum:** This anti-aging product has been on numerous "Best Serums" lists.

**Dior Addict Lip Glow Oil:** a frequent winner in "Best Lip Products" categories.

**Dior Sauvage Elixir:** This fragrance has earned accolades for its unique blend of notes, packaging, and overall appeal.

Dior Beauty products regularly compete and have received prestigious beauty awards, such as:

- Allure Best of Beauty Awards
- Harper's Bazaar Beauty Awards
- Vogue Beauty Awards
- Elle Beauty Awards

# DIOR



# Press Coverage

*The Latest From Dior*



## AUTUMN-WINTER 2024-2025 WOMEN'S CAMPAIGN

At the convergence of past, present and future, day and night, the pictures suggest a timeless moment, a prodigious field of possibilities.



## THE DIOR NOLITA BAG

Unveiled in the Dior Fall 2024 collection, the Dior Nolita bag – available in a medium or large format – embodies the contemporary spirit of the House of Dior.



## SUMMER 2025 MEN'S SHOW

Silhouettes are at once sculptural and practical, borrowing from the language of ceramics in both form and finishings.



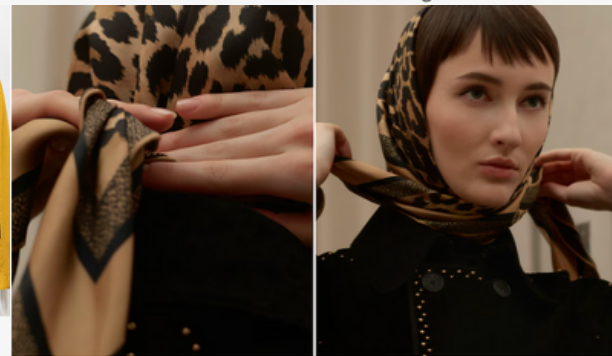
## AUTUMN-WINTER 2024-2025 HAUTE COUTURE SHOW

For Maria Grazia Chiuri, this défilé represents an extraordinary opportunity to combine couture and sportswear with classicism, rebellion, collective energy and, above all, the political value of the female body.



## THE SAVOIR-FAIRE OF THE DIOR AND STONE ISLAND CAPSULE

Conceived according to the highest standards of craftsmanship, in a dialogue of contrasting traditions, Dior and Stone Island creations express the quintessential modernity and spirit of both Houses.



## LA CABINE DIOR

Discover the series La Cabine Dior, a fascinating odyssey that discloses the infinite reinvention(s) of Dior style in images.



## UNVEILING HAUTE JOAILLERIE

Bathed in the magical light of Tuscany, at the heart of the cloister of the basilica of Santa Maria Novella, Victoire de Castellane unveiled the first chapter of her new haute joaillerie collection named Diorama.



## CRUISE 2025 SHOW

Live from Scotland at 8.00 pm (3.00 pm EDT) on June 3rd

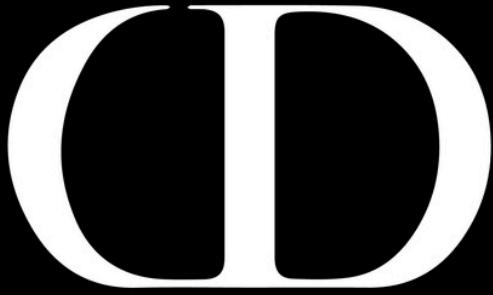


## THE CAMPAIGN DEDICATED TO THE LADY DIOR EMBODIED BY ROSALÍA

Between timeless elegance and creative audacity, the House puts the Lady Dior at the heart of an exclusive campaign embodied by Rosalía, Dior's new global



# Testimonials



The Dior Fall 2024 Collection Is a Master Class in



**JOY by Dior**

Eau de parfum

DIOR / \$135.00

## Working at Christian Dior: 187 Reviews

187 reviews from Christian Dior employees about Christian Dior culture, salaries, benefits, work-life balance, management, job security, and more.

[indeed.com](https://www.indeed.com)

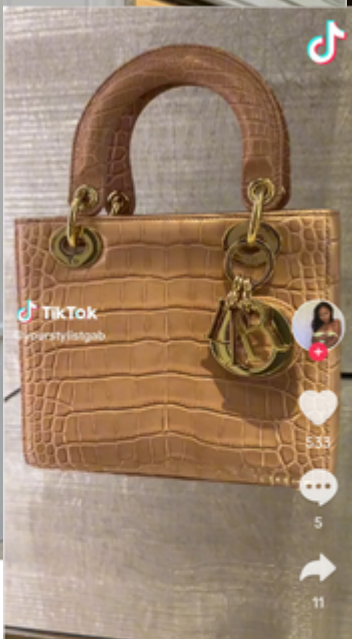
ut Maria Grazia Chiuri knows how to sell clothes.



## Christian Dior Couture - Paris, 75

24 reviews and 53 photos of CHRISTIAN DIOR CO  
buy gifts for my mother on each of my yearly trip  
loves Christian Dior's silk scarves and handbags.

[Yelp](https://www.yelp.com)



Watch more [Watch now](#)

@yourstylistgab

If you need something from Dior, you know your fav fashion commentator i ...See more

original sound - Yourstylistgab




## Dior News | Fashion News, Events & Shows

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Stay abreast of Dior fashion news and events from the Maison. Mark your calendars for future Dior...

[dior.com](http://dior.com)

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19,961,574 followers



# DIOR

## Christian Dior

"Women, with their intuitive instinct, understood that I dreamed not only of making them more beautiful, but happier too." Christian Dior. DIOR is...

 [YouTube](https://www.youtube.com/dior)

# Social Media

# DIOR

## Instagram (@dior)

Instagram photos and videos

 [instagram.com](https://www.instagram.com/dior)



dior 

# EVERYTHING OWNED BY LVMH

