



# The Ultimate Guide to Dior Bags

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- From the Lady Dior to the Saddle Bag to the Book Tote: Dior has produced numerous icons, this volume shows the most important ones
- *The Brand Bible*: the definitive new series for fashion enthusiasts, handbag aficionados, and anyone aspiring to join their ranks
- in focus: the most iconic models from the major luxury design houses, their history, special features and the people who made them famous

Founded in 1946, the history of the Parisian fashion house Dior is characterised by couture and craftsmanship. Over the years, the brand and its designers have constantly redefined the boundaries of style and femininity. This has resulted in a series of irresistible bag models – for example, a true classic, the Lady Dior, originally called Chouchou and renamed in honour of the Princess of Wales. This model has been brought out in numerous variants, sizes and variations.

Other icons include the avant-garde Saddle Bag and the new bestseller, the Book Tote. The Diorama designed by Raf Simons in 2015 is extremely popular with celebrities.

**Alexandra Fullerton** is an Essex Girl by birth and former Londoner, however she now resides in Norfolk, having done a pandemic pivot towards a more rural life. She lives in a small village with her husband, daughter, long-haired chihuahua Ozzie, and Nibbles the rabbit. The majority of Alex's career has been spent on magazines as a fashion director (7.5 years as Fashion director at *Stylist* magazine, 5 years as fashion director at large of *Glamour* UK) which meant styling A list actors, musical icons and celebrities (including Kylie Minogue, Rosie Huntington-Whiteley, Sophie Turner, Florence Welch and Kelly Rowland), travelling the world to shoot fashion stories and sitting front row at fashion shows. Now Alex is self-employed and has a portfolio career that combines fashion writing for *The Telegraph* and *Bazaar Arabia*, commercial styling (brands she has worked with include Stella McCartney and Marks & Spencer), personal styling, ghostwriting, writing her own books and running a shopping platform *My3Words.co*. When not working, Alex loves to explore provincial charity shops and dreams of unearthing a stash of Hermès Birkin bags. [alexandrafullerton.com](http://alexandrafullerton.com) / @alexandrafullerton