



Dior

A New Look

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- A fresh look at the House, featuring designs by Christian Dior and by his successors Yves Saint Laurent, Marc Bohan, Gianfranco Ferré, John Galliano, Raf Simons and Maria Grazia Chiuri
- Published to accompany the *DIOR - A New Look at Kunstmuseum* exhibition, The Hague, September 21, 2024 - January 26, 2025

Fashion experts take a fresh look at more than 40 Dior creations and talk about the creators, wearers, technology, conservation, publicity, and important women for Dior. Christian Dior himself led his fashion House, founded in 1947, for only 10 years, but conquered the world in that short time. The designers who followed in his footsteps, Marc Bohan, Gianfranco Ferré, John Galliano, Raf Simons and now Maria Grazia Chiuri, remained true to his Dior DNA. The New Look, the Dior line, Dior's love of flowers and, of course, the Dior Dream are covered.

Maria Grazia Chiuri, the first female chief designer for Dior, is known for her feminism and the stage she offers to female artists. Dutch photographer Viviane Sassen was therefore asked to create a photo series focusing on work by Christian Dior and Maria Grazia Chiuri. Maria Grazia Chiuri considers herself "a curator of ideas". The photo series, in which her work enters into a dialogue with Christian Dior's, shows what this means to her.

Madelief Hohé is Curator at the Gemeentemuseum in The Hague specializing in fashion.

