

arteSALES & Bangumi present:

THE EARLY DAYS OF CHRISTIAN DIOR

PROVISIONNAL DELIVERY: AUGUST 2018

DIRECTED BY: LOÏC PRIGENT

PRODUCED BY: BANGUMI

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INTERNET, TV

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YEAR OF PRODUCTION: 2018



Christian Dior is no doubt the most famous person in the French world of fashion. His name is linked to an Empire that is as great as Christian Dior's life was short. From 1947 to 1957, Dior managed to impose his unique style. Ten years that were rich in creativity, but exhausting for the fashion designer.

Christian Dior was a drawing genius. Each one of his sketches is preciously conserved in highly secure rooms in Paris. These drawings, to which we will have exclusive access, tell the story of a man who conquered the world of fashion with his first collection, in early 1947: the New Look.

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The New Look's global success didn't happen without controversy. The Second World War had barely ended. Women had gotten rid of their corsets. There was a real shortage of fabric. Yet Christian Dior opts for exaggerated hiplines, a corseted waist and dresses that require yards and yards of fabric.

Dior will continue, season after season, to **reinvent the female silhouette**. He becomes a true fashion dictator, dictating everything from the length of a skirt, the shoulders, the colors or the shape. His business strategy is smart but exhausting. As his team grows, he invests in neighboring buildings that surround his first store located rue Montaigne. But he becomes increasingly aware that this frantic pace is no longer viable and that it will lead to his ruin. **Two years before his death, Dior asks Mrs. Saint Laurent if he can hire her son as a successor.**



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This creative biography of Christian Dior tells the story of both the man and the creator using drawings which will be animated and enhanced by the audio archives of the time, immersing the viewer in the social and fashionable context of the 1950s. Former collaborators, fashion historians, friends of the fashion designer, but also stars will speak: Charlize Theron, Robert Pattinson, Jennifer Lawrence, and others like Marylin Monroe, Rita Hayworth and ... Marlene Dietrich, who would only wear Dior!



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