

# DIOR

ALEXANDRA PALMER



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# CHRISTIAN DIOR

## Childhood in Granville

Christian Dior is born in Granville, Normandy, on January 21, to Alexandre Louis Maurice Dior and Marie-Madeleine Dior (née Martin), the second of five children. The family is comfortably off thanks to its fertilizer and chemicals manufacturing business founded in 1832. My childhood home was rendered in a very soft pink, combined with gray gravel, and these two shades have remained my favorite colors in couture. Christian said.

## 1920 Golden youth

During the 1920s, Christian Dior frequents the cultural milieu in Paris and makes friends with the artists of the time.

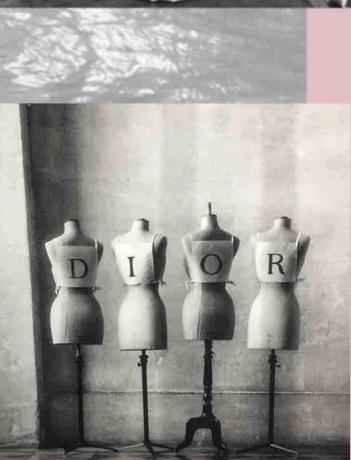
## 1935 Christian Dior illustrator

Christian Dior starts to sell his drawings to milliners and couture houses including Jean Patou, Schiaparelli, Maggy Rouff, Worth, Balenciaga, Molyneux, and Paquin. He also works as an illustrator for Le Figaro newspaper and Jardin des Modes magazine.

## 1946 Creation of Christian Dior's fashion house

Creation of Christian Dior's fashion house

Christian Dior and the industrialist Marcel Boussac join forces to create the Christian Dior couture house. On December 16, the couture house opens at 30 Avenue Montaigne, with three ateliers and a staff of 85 people.





# JOHN GALLIANO



John Galliano, a graduate of Central Saint Martins College of Art and Design and a renowned romantic in the fashion world, was the chief designer of Dior from 1997 to 2011, the heyday of Dior, during which time he unveiled a number of classic designs and countless spectacular shows that are still celebrated today. He is both a lover of the classics and creative, and has repeatedly incorporated oriental cultures into his fashion.



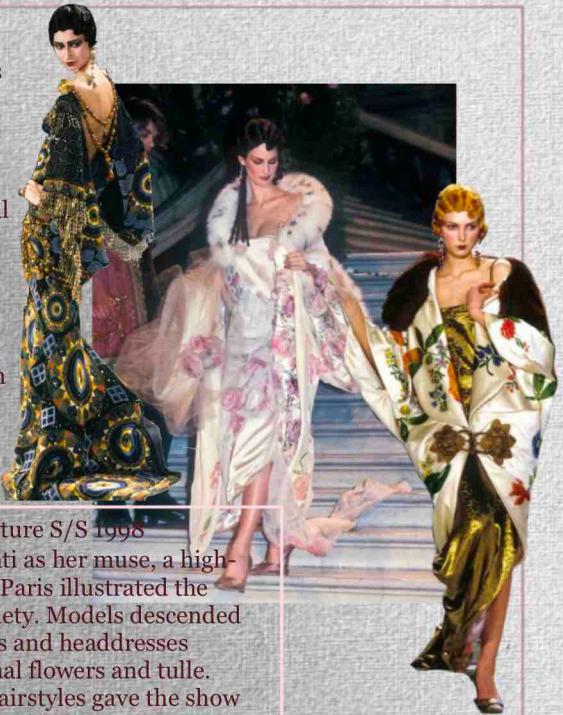
(John Galliano's 1984 Central Saint Martins graduation collection, inspired by the French Revolution, was eventually bought by Browns, a British fashion boutique.)



## ★Christian Dior F/W 1997

This was the first show of John Galliano when he was the creative director of Dior's womenswear show, based on Hollywood's first Chinese-American actress

Huang Liushang, and inspired by the modified cheongsam worn by the women of Shanghai Bund in the 1930's. Galliano made a lot of use of the traditional Chinese elements in this show, such as the cheongsam's plated buttons, the cloud shoulder, folding fans, the collar, and other Chinese elements which represent the oriental culture. The show was a perfect blend of the oriental elements. The perfect fusion of oriental elements into western tailoring is an encounter and collision of western glamour and flamboyance with oriental elegance, interpreting the oriental flavour with extreme flamboyance.



## ★Christian Dior Haute Couture S/S 1998

With Italian Duchess Marchesa Casati as her muse, a high-fashion show at Opera Garnier in Paris illustrated the glamour of 1920s American high society. Models descended the runway, wearing bowler hats and headresses embellished with three-dimensional flowers and tulle. Heavy make-up and retro-inspired hairstyles gave the show a unique theatricality that was both wildly outrageous and decadent.

## ★John Galliano F/W 2009

A classic show inspired by the folklore of Russia's Baltic Peninsula, with tulle and satin fabrics embellished with sequin jewellery. Flamboyant embellishments from the Baroque period and printed embroidery brought a mysterious, exotic feel to the garments. The models' make-up was often silver glitter, which sparkled against the backdrop of the show's dark, starry night lighting. The cut of the waist and hemline, the bold and luxurious colour style, and the fluttering tulle as the models swayed gently, enchanting and secretive, embodied the female allure and charm to the fullest.

# DIOR CRAFT

## THE SAVOIR-FAIRE BEHIND THE SILK SCARVES

Offering texture and volume, the jacquard edging is designed using a specific loom on which warp threads are individually controlled, making it possible to replicate even the most complex motifs, such as the name "Christian Dior." Unrolled in one long ribbon, white silk is embellished with enchanting illustrations that vary depending on whether printing is by silkscreen or inkjet. In the next phase, silk fabrics are repeatedly passed through a halo of steam, then washed in successive baths until the ideal look and feel had been achieved. Once hand-cut, the squares receive their final hand-frayed or -rolled finishes. Infinitely meticulous gestures, expressions of the very particular attention to the art of detail that makes Dior scarves so refined.



[HTTPS://WWW.DIOR.COM/ZL\\_TW/FASHION/品牌最新消息](https://www.dior.com/zl_tw/fashion/品牌最新消息)  
精湛工藝/FOLDER/最新資訊及活動/經典作品背後的精湛工藝

## THE SAVOIR-FAIRE OF AN ICON

A symbol and a legend, the Lady Dior handbag appeared for the first time on the arm of Lady Diana and has since had an extraordinary destiny. With architectural lines exalting the cannage motif, it is a concentration of the House's excellence. Celebrating the virtuoso craftsmanship of the Ateliers, and reinvented by Maria Grazia Chiuri season after season, the Lady Dior comes to life in Italy thanks to Dior's petites mains and the beauty of their gestures.

The bag's constantly renewed savoir-faire pushes the limits, while each detail, thought out with infinite meticulousness, shapes its singularity. As a final touch, it is adorned with delicate "Dior" charms, reminiscent of the talismans that Monsieur Dior, who was passionate about superstition, always kept with him.



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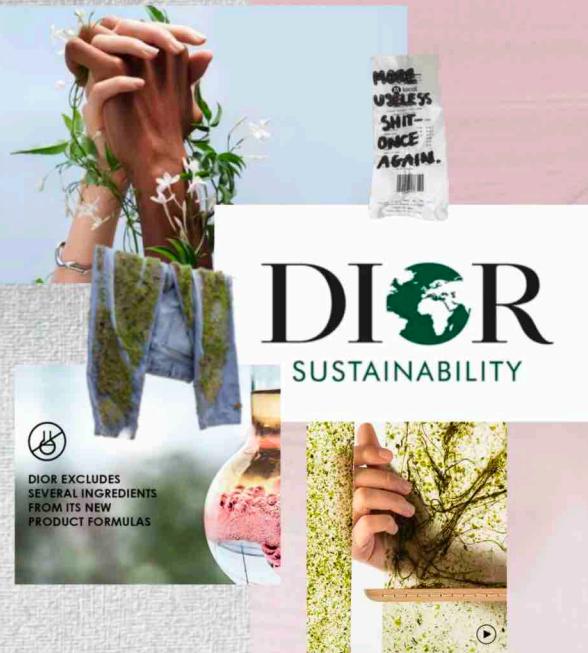
## ABOUT DIOR AND EMBROIDERY

In 1956, Mr. Christian Dior recalled in his autobiography: "The industry was still hand-embroidered, as it had been in the eighteenth century. The countless sequins or beads on evening dresses were hand-embroidered one by one by craftsmen, which in our age of machines is undoubtedly an extraordinary feat of skill."

Today, technological progress, the birth of a variety of technologies, many crafts have given up handicrafts, and the test of time embroidery process, still magnificent as before. Craftsmanship continues to progress, the concept of aesthetics has also evolved with the times, so the craftsmen's hands can not be replaced by machines, Dior's embroidery craftsmen are still for the brand's quality to adhere to the pure craftsmanship. Haute Couture and embroidery craftsmanship complement each other.

Christian Dior is proud to announce the addition of Vermont Embroidery, founded in 1956 by Jean Guy Vermont, who has been working with many masters of haute couture. Léonard Cione, Artistic Director of Vermont Embroidery since 1984, will continue to develop this craft. As Mr. Christian Dior said: "The hand gives a work of art its unique character." It remains true to this day.

# SUSTAINABILITY



## OUR VALUES

Today, in an interdependent world with limited resources, where each and every one of us is responsible for preserving our planet, Dior is pursuing more than ever a desire to protect this essential beauty so that it lives on. By deploying collective innovations and a dedicated program – Dream in Green – on a daily basis, our House instills a cooperative, global, and local strategy adapted to the environmental challenges of each region and every country – touching on all of Dior's universes, businesses and collaborators around the world. Each month, the Dream in Green committee, which encompasses all of Dior's departments, meets to measure and promote progress in environmental excellence.



## FLOWER FARM X SUSTAINABLE SOURCING

Promote regenerative agriculture and continue to work for biodiversity. "Maintaining biodiversity is the only way to create a mutually beneficial relationship with the soil, the environment and the flowers and plants" - Laurent Kleitman, Dior CEO.

From the brand's earliest days in 1947, Mr. Dior has been an advocate of nature and, through his knowledge of flowers and plants, has positioned ecological conservation as a core philosophy of the company. Based on his respect for the land and understanding of plants, he hopes to recreate the perfect balance between humans and ecosystems that existed in his childhood garden. The term "sustainable sourcing" may seem like a novelty, but it is a sustainable concept that Mr. Dior has been actively pursuing for a long time.

For this reason, Dior actively promotes the development of flower farms and sustainable sourcing to create Dior Gardens, which provide the exceptional floral and botanical ingredients for the brand's products, as well as the high quality of the flowers used in its fragrances. The cultivation of these unique flowers requires special traditional expertise in picking and harvesting, as well as organic farming methods, without the use of chemical pesticides and fertilizers, and without the use of automated machines for pruning, harvesting or weeding, with the utmost respect for natural disciplines, and with an active transition to regenerative agriculture in an effort to contribute to biodiversity.



## FULFILLMENT OF SUSTAINABLE RESPONSIBILITY DIOR ECO-PACKAGING LAUNCHED ONLINE, COUNTER RESPONDS TO ENERGY SAVING AND CARBON FOOTPRINT REDUCTION,

Starting from 2021, Dior will follow the brand's new eco-design policy and use 100% recycled paper for its branded paper bags, and more than 90% of the paper and paperbacks for its festive packaging services will be made from recycled materials. In addition, this year's DIOR Online Flagship Store has also launched "DIOR Eco-Pack", a simplified, ribbonless and gift card service that allows consumers to select FSC-certified eco-packaging materials when checking out, which is not only fully recyclable but also reduces the use of packaging materials by 46 percent, making it possible to respond to the environment at the click of a button.



## PIONEER OF ENVIRONMENTALLY FRIENDLY DESIGN

Dior has been a pioneer in providing innovative, eco-friendly refillable bottles for fragrance, skincare and color cosmetics since 1953. This approach echoes the sustainable creativity at the heart of the brand, which continues to create luxury experiences in line with the 3R's of environmental protection: Reduce, Reuse and Recycle. 24% of Dior products and bottles sold in 2021 are already packaged in eco-friendly packaging. As one of the world's largest beauty brands, Dior wants to lead by example through this transformation and continue to contribute to the healthy development of the beauty industry.

# CONSUMER PROFILE

## DEMOGRAPHIC

Age: 18-60

Gender: Female

National: Italy

Education: Bachelor's degree from the Academy of Fine Arts

Master's Degree in Psychology, Amsterdam, The Netherlands

Income: €400,000-€500,000 per year

Occupation: Gallery Partner, Curator, Fashion Magazine Editor, Art Collector

Personal Style: Stylish, elegant, confident, women power, strong sense of craftsmanship

Shopping preference: Haute couture, High value, High quality, non-traditional

Brand loyalty: Loyal to clothes with a strong sense of craftsmanship and creativity

## HOME ADDRESS

35, Rue de passy, 750016 Paris  
Ile-de-France, France



## GEOGRAPHY



## •STUDIO



## •WORK PLACE



## •BLACK



# PSYCHOGRAPHIC & SHOPPING BEHAVIOR



# PRODUCTS & PRICE



## BAGS

Price: €1045-€9300



## SHOES

Price: €700-€2471



## READY-TO-WEAR

Price: €510-€10446



## HOME

Price: €70-€18470



## FRAGRANCE & BEAUTY

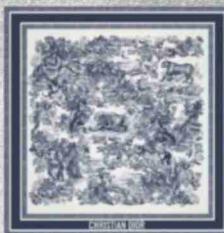
Price: €30-€685

## PRICE ARCHITECTURE



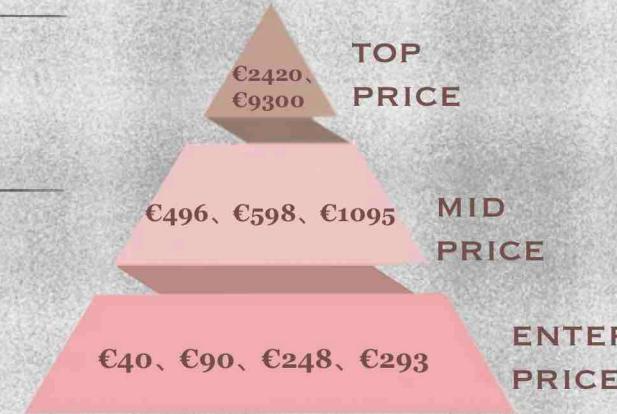
## HIGH/FASHION JEWELRY

Price: €599-€260000+



## ACCESSORIES

Price: €248-€3121



## UNIQUE SELLING POINT OF DIOR

- Dior offers complete product line of luxury, it covers a wide range of needs for all ages.
- Dior has constantly found what is missing from the market.
- Aimed primarily at women, it offers high-quality, comfortable and comprehensive fashion items. Like Giacopelli said: "Dior is a luxury brand. Christian Dior wanted a woman to feel elegant from head to toe."
- Dior has created a dream, an essence, and a strong narrative within the company.
- Dior's products include many crafts, combining a lot of handmade crafts, suitable for gift-giving
- The raw materials for dior products are environmentally friendly, with large-scale cultivation of flowers and plants to provide raw materials for the production of perfumes.

# MARKETING MIX



The company of Coco Chanel designs and manufactures premium luxury products, leather goods, haute couture, ready-to-wear for women, perfume, watches, skin care products, jewellery, fragrances and fashion accessories.

The brand also licenses its branding and name for eyewear to Luxottica.

## PRODUCT

## PLACE

It has around 300 Chanel boutiques out of which 120 are situated in North America, 90 in Asia and 70 in Europe.

**enter price:** €922-€9228  
**mid price:** €40000-€60000  
**top price:** €92285+

## PRICE

To promote sales, it usually advertises its products in high-end fashion magazines such as Marie Claire, Harper's Bazaar, Vogue, Elle, etc. Chanel also engages in point-of-sale marketing by adopting elegant store layouts and creative use of models to attract customers into its boutiques. It also hires supermodels and Hollywood actors to model for the brand and gets a lot of promotion through the fame of the models, who in turn benefit from Chanel's brand equity, thereby creating brand synergy between them.

## PROMOTION



Dior's product strategy focuses on luxury, quality, and innovation. Dior's offerings range from haute couture, ready-to-wear fashion, leather goods, and accessories, to fragrances, skincare, and cosmetics, there're also jewelry, watches and home decor. Each product reflects Dior's commitment to craftsmanship, with an emphasis on detail and design.

Christian Dior has spread its product presence to 200+ locations like South America, the Middle East, Japan, the UK, etc., through 210 Dior stores and online stores.

The women's clothes, shoes, bags, accessories and jewellery are offered with a starting range of €3000, €400, €220, €700, €135, and €115 respectively. While the men's ready-to-wear, shoes and leather goods are offered with a starting price of €15, €370, and €140 respectively.

**Influencer Collaborations:** Dior often partners with influential celebrities and fashion icons to showcase its products, leveraging their massive followings to create buzz and desire.

**Experiential Marketing:** Dior curates immersive brand experiences, including fashion shows and art exhibitions, to engage consumers and maintain its luxury allure.

**Digital Dominance:** Dior harnesses the power of digital marketing, including social media campaigns and online content, to connect with a global audience and stay at the forefront of fashion trends.



Product Mix of Prada is as follows.

Handbags and Leather Goods,  
 Fashionable Clothing, Footwear, Accessories,  
 Perfumes, Electronics, Youth-Oriented Line,  
 Collaborations.

Prada has over 618 boutiques worldwide with the oldest one in Milan, Italy. Besides, stores they also have online presence via their own e-store as well as famous e-commerce site.

**enter price:** €46-€184  
**mid price:** €370-922  
**top price:** €1845-3229+

Prada has their own website portraying each of their products with full details ensuring customers get appropriate information about a particular product. Prada conducts fashion shows which proved to be very productive and persuasive especially in the fashion industry. They had a number of runway shows that had music designed by a famous French artist alongwith various Prada models and actors. They also had various ads on Magazines like Vogue and Elle. Miuccia Prada organized a travelling art gallery to connect with the younger generation that she targeted through her Miu Miu brand.

# BRAND POSITION

Prestige price

## PRODUCTS

### EXISTING



### EXISTING

#### I. INTEGRATION WITH THE ARTS

According to Fashion Business Alert, DIOR will be the lead partner of the 8th West Coast Art & Design Fair in 2021, opening the "Dior and Art" exhibition at the West Coast Art Centre in Shanghai. The move continues DIOR's ongoing offensive in the art world over the past year, which has attracted attention from high-quality audiences and sparked interest from both inside and outside the industry.

#### II. IN THE AREA OF NETWORK TECHNOLOGY

DIOR has already collaborated with Huawei several times on live fashion shows, and in 2021, it is presenting the VR film My Cherry Blossom Land with Huawei, which uses virtual reality technology as a vehicle to bring an immersive and interactive experience to the audience. The film can be viewed on Huawei Video App, Huawei VR Video App and Huawei VR glasses. The relationship between the leading luxury brand and technology giants and leading artists has been further "bound".

#### III. CO-BRANDING WITH CELEBRITIES

Gaming and avatars have become two important means for DIOR to connect with a new generation of young people. As early as 2020, DIOR announced that it had entered into a brand buddy relationship with League of Legends 2018 World Champion Yu Wenbo JackeyLove, which attracted widespread attention in the e-sports field, with the first co-operative microblog garnering more than 64,000 total interactions and more than 9 million readers. So far, DIOR has successfully broken through the traditional circle and established a new connection with a group of young consumers by virtue of the strong influence of Yu Wenbo JackeyLove and his team on the e-sports fan base.

### NEW

#### NEW

#### I. TRADITIONAL CRAFTS CATEGORY

DIOR presented its stunning Spring/Summer 2024 collection, incorporating the traditional Chinese non-heritage craft of pompom into its designs, with a variety of colourful woolen hats, each adorned with pompom, a Chinese non-heritage craft, appearing on the catwalk. Showing the world the harmonious symbiosis of fashion and traditional art, together with a renewed interpretation of this great cultural value of China's traditional non-heritage crafts.

#### II. DIOR HOME LINE

DIOR MAISON presents a collection of DIORIVIERA home furnishings that pay tribute to the good life cherished by Christian Dior. Tableware, chairs, pillows and more are combined with a colourful palette of coral red and turquoise to showcase the Ruy print SAUVAGE and SOLEIL Ruy print.



#### I. NEW CONCEPT COFFEE SHOP

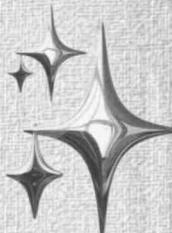
At the end of July 2022, Dior's first Dior cafe in mainland China was stationed at Taikoo Li on the Bund in Shanghai. The luxury brand cross-border cafe is not only selling coffee, but also a way of life, a link to the atmosphere, and making the luxury breath more approachable.

#### II. VIRTUAL METAVERSE

DIOR also collaborated with anime blogger @Xuefei Nova to launch the cyberpunk-inspired advertorial "Boundary" has already demonstrated the brand's keen sense of youth culture. The advert not only integrates the secondary world, but also puts Chinese elements into it, realising the seamless switching of characters between the virtual world and real life.

- Strong Branding**: The brand's visibility among its target customers and its social media presence have helped the company in increasing its brand equity as well as a share of heart by further associating itself with brand ambassadors such as **Rihanna, Johnny Depp, Natalie Portman** and much more over the years.
- Shops worldwide**: Christian Dior has a strong legacy of over half a century and strong presence over various luxury avenues across the world with more than 200 wholly owned points of sale.
- Parent company**: The acquisition of Louis Vuitton one of the largest luxury firms in the world has been a great plus for the brand.
- Broad Product portfolio**: The offerings of the company is the one-stop destination for fashion enthusiasts as it has offerings for Men, Women and baby care in the categories such as Fragrance, make-up, skincare, clothing & accessories, watches, jewelry etc.

# S



- The fluctuations in the exchange rates of various countries can lead to loss of revenues for the brand
- Tough competition means limited market share growth for Christian Dior and also replicas create a problem to brand identity
- Low revenue and presence in Latin and South America
- Low brand recognition amongst men

# SWOT ANALYSIS

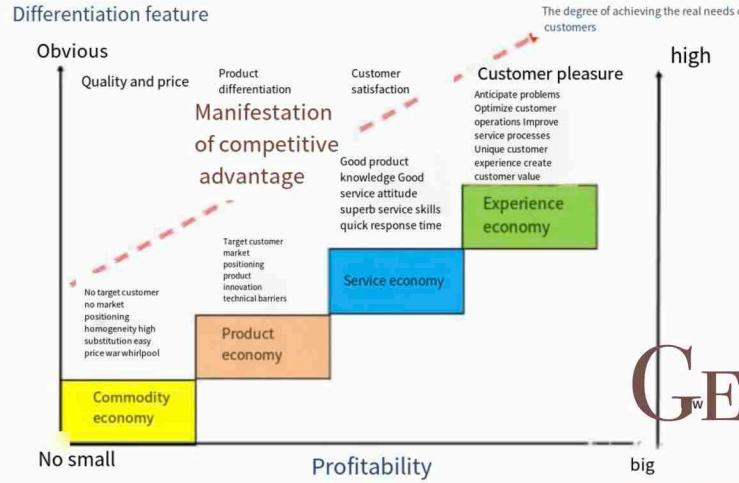
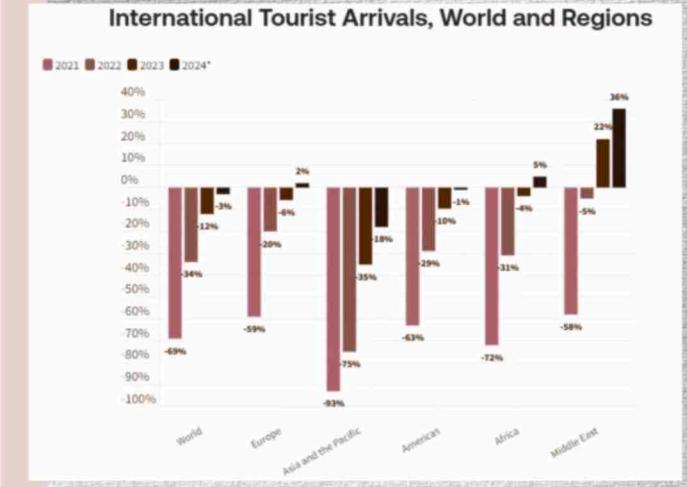


- Christian Dior can foray into online retailing which has proved to be an effective medium.
- As a prominent fashion brand it can focus on green initiatives which are gaining popularity among people
- Dior specialises in crafts and can take full advantage of its handmade products to attract craft lovers by promoting the crafts to the outside world.
- Tie-ups with leading fashion houses and hotel chains can help Christian Dior reach out to the customers
- Investing development focus in the male market

- Counterfeiting and parallel distribution**: Goods selling from illegal channels or fake goods may damage the brand image and shake consumer brand perception. This has directly impact on revenue and earnings. The Group must take all necessary steps to counter this.
- The foray of various designers into the field of exclusive wear is a threat to the brand.
- Global slowdown and recession can decline the luxury market

# THE EXPERIENCE ECONOMY

Recently, the United Nations Tourism Organisation (UN Tourism) released the 2nd edition of the World Tourism Barometer 2024. The data show that international tourist arrivals exceeded 285 million in the first quarter of the year, an increase of about 20 per cent over the same period last year, and have reached 97 per cent of the pre-New Guanaco level, suggesting that the industry has almost completely recovered from the impact of the epidemic.



For the mainland region, Shanghai has the largest number of Michelin restaurants. Grouped by region in the city, the district with the highest number of Michelin restaurants in Shanghai is Huangpu District, with a total of 59 restaurants.



## GENTLE MONSTER



### ♠♥♣♦ GENTLE MONSTER Shanghai Limited Time Retail Space

GENTLE MONSTER's bakery, NUDAKE, used the theme of a gym for its Shanghai branch, transforming its signature breads into different sizes of dumbbells, boxing gloves and sofas, with many of them being gigantic! NUDAKE's Keso Gym is located in a prominent area at the entrance of the ground floor, with cute and realistic gigantic Keso, using the contrast in size to create a visual impact that is both adorable and stunning. The NUDAKE dessert shop has increased the brand's consumption channels, while at the same time boosting Gentle Monster's customer traffic and sales.





Welcome to  
Gucci Osteria

Since 2018, Gucci Osteria in Florence has embodied the same values of high creativity, inspiration and inclusiveness as the House of Gucci.

# CASE STUDY GUCCI GARDEN



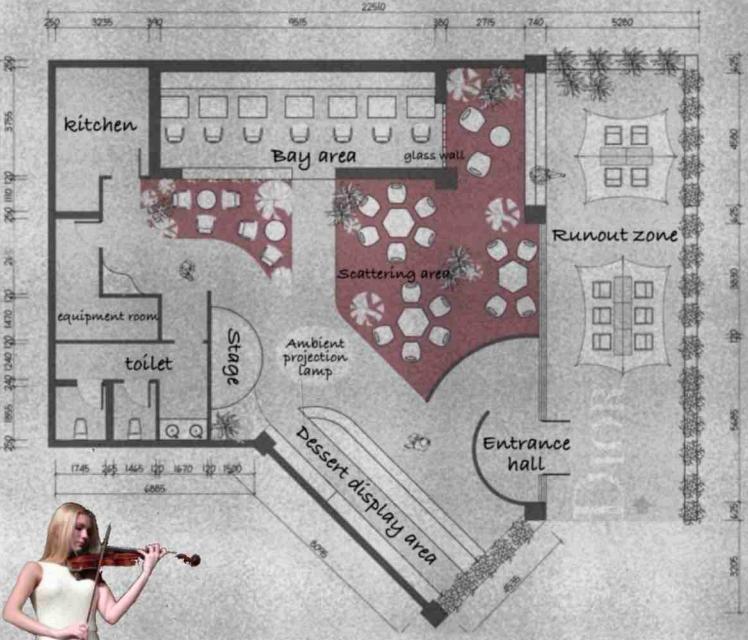
The Gucci Garden is the former Palazzo della Mercanzia, a 14th-century building that was once used as the Gucci Museum.

The walls around the restaurant are decorated with canto carnascialesco, a 15th-century carnival song by Lorenzo de' Medici, written in gold lettering. Many of the furnishings used are from the GucciDécor collection by creative director Alessandro Michele. The 50-seat restaurant will serve the usual Michelin-rated dishes, as well as being an interactive Gucci museum where you can view Gucci clothing and art before and after dinner, and Alessandro Michele explains that the name Gucci Garden expresses the creative aesthetic inspired by nature. The Gucci Garden is divided into three parts, including the boutique Gucci Store, the exhibition space called Gucci Garden Galleria and the restaurant Gucci Osteria, which is opened on the ground floor by Michelin chef Massimo Bottura, who combines his personal travelling gastronomy with Italian culinary traditions. Combining his personal travelling culinary experiences with Italian culinary traditions, Gucci Osteria combines a special menu for the Gucci Gardens, creating a delightful all-day dining experience, based on traditional Italian dishes with some inspiration from Massimo's many years of travelling around the world. The menu also includes specialities such as a fancy burger (€15), Chianina's hot dog (€15), steamed buns with pork breast (€15) and parmesan ravioli (€20), priced at around €10 - €30 per plate. Whenever a new dish is launched, Gucci Osteria gets an artist to illustrate it. It's not just about the flavour of the food, but also about the art of each dish, and through the brushstrokes of Japanese artist Ryuto Miyake, all the dishes come to life in a way that is sure to make your mouth water.



# DIOR GARDEN

LOCATION: LANE 102, NORTH SHANXI ROAD, JING'AN DISTRICT, SHANGHAI, CHINA



## 曲目单

### TRACK LIST

Opening musical • Experience

开场曲•经历

Speak Softly Love

温柔的倾诉 电影《教父》主题曲

Por Una Cabeza

一步之遥 电影《闻香识女人》主题曲

Yumeji's Theme  
中影《化样升华》主题曲

Menut D major

D大调小步舞曲

Connon

卡农

Remember me

请记住我 电影《寻梦环游记》主题曲



• The interior design of the Dior Garden restaurant combines modern and classical elements, showcasing the unique aesthetics of the Dior brand. The interior of the restaurant is dominated by the exquisite and elegant brownish grey, creating a tranquil and luxurious atmosphere. Walking into the window box, you can feel the brand's unique spatial aesthetics from a close distance, circle dining table with classic bird's nest dining chairs, so that people seem to be in an exquisite art space.

• The wall decoration of the restaurant follows the same dior brand tone, with paintings drawn by GUY LIMONE especially for No. 30 Montaigne Boulevard, complementing the geometric spliced mirrors designed by CLAUDIA WIESER, creating a dreamy and luxurious visual experience. The ambient lights in the store are also set according to the dominant color of dior each season.

• Services at the Dior Garden include afternoon tea and date dinner. There are two menus, one Michelin menu and the other a separate dessert menu. In addition, the restaurant offers a wide range of sandwiches in various flavours, such as cheese, foie gras and beef, which are exquisitely shaped, aromatic and delicious, and are a wonderful gift for a busy life.

• While enjoying the food, Dior Restaurant also prepared wonderful violin music for guests. The violinist, with his exquisite skills and heartfelt interpretation, perfectly blended the classic pieces with modern melodies, creating a romantic and warm atmosphere, allowing guests to enjoy the food while feeling the art and solace of the soul. Dior Gardens will present customers with biscuits as an accompanying gift as well as an exclusive dior scented candle, which will be updated with each season's latest products, such as the handbags and hats featured in the latest shows.

# Menu

## STARTER

Magret fumé et cuisse de canard aux figues  
Smoked duck breast and duck leg with figs  
烟熏鸭胸片鸭腿肉拌无花果

Jambon de parme au melon et fromage  
Parma ham with melon and cheese

蜜瓜帕尔马火腿佐奶酪

Soupe du jour  
Daily soup

例汤

## MAIN COURSE

Onglet de bœuf grillé, pommes de terre et légumes  
Grilled hanging tender steak with potatoes and vegetables  
香煎厚裙牛排佐蔬菜土豆

Fillet de bar grille, sauce aux palourdes et persil  
Pan seared sea bass with clams and parsley sauce  
慢煎海鲈鱼佐蛤蜊香芹汁

Poitrine de porc rôtie, purée de maïs Roasted pork belly, mashed corn  
低温烟熏五花肉佐玉米泥

## BEVERAGES

Champagne and other liquors  
sodas  
fruit juices

Please ask your server  
about vegetarian options



vicky liu



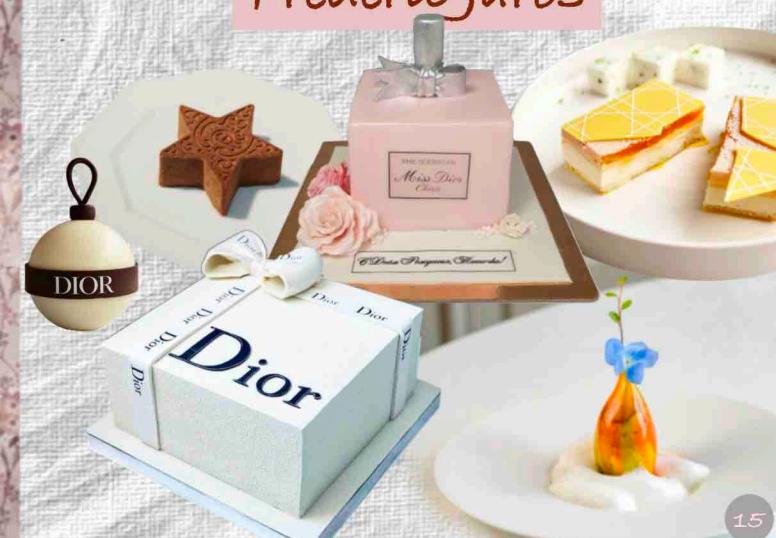
Vicky is a crossover chef who graduated from New York University with a degree in graphic design and was a creative director at an advertising agency. She graduated from NYU with a degree in Graphic Design and was a Creative Director at an advertising agency, but she also had a passion for food and plants and applied to Le Cordon Bleu's professional programme whilst studying plants. In 2012, Vicky founded Tate Dining Room&Bar, specialising in French cuisine with Asian influences and applying her talents in aesthetics and botany to her dishes. High-quality ingredients and rich flavourings, wild imagination and careful design, and stunning visual effects have gained recognition from diners and the industry.



The dessert chef, on the other hand, is Frederic Jaros, whose unique artistic background shines through in every dessert at Dior garden, bringing taste, sight and texture to life. As he says "It's like a show ... I love the art of expression with food. The desserts are in the shape of several of Dior's classic items, and birthday cakes are also on offer!



Frederic Jaros



# Reference

[https://www.dior.com/en\\_us/fashion](https://www.dior.com/en_us/fashion)

<https://www.businessoffashion.com/>

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