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Photos Laziz Hamani

Paimpolaise

SPRING-SUMMER 1950

FR



Soirée romantique

AUTUMN-WINTER 1955

A A



Cocktail dresses are especially elaborate and dressy afternoon frocks. But avoid the mistake of dressing for a cocktail party as you would for a dinner party. This is wrong.

— *LITTLE DICTIONARY OF FASHION*, CHRISTIAN DIOR, 1954



FR

LINE

Verticale

OCCASION

Cocktail dress

ATELIER FLOU

Nicole

MANNEQUIN

Pascale

TEXTILE

Cotton tulle, cotton Valenciennes lace; leather belt

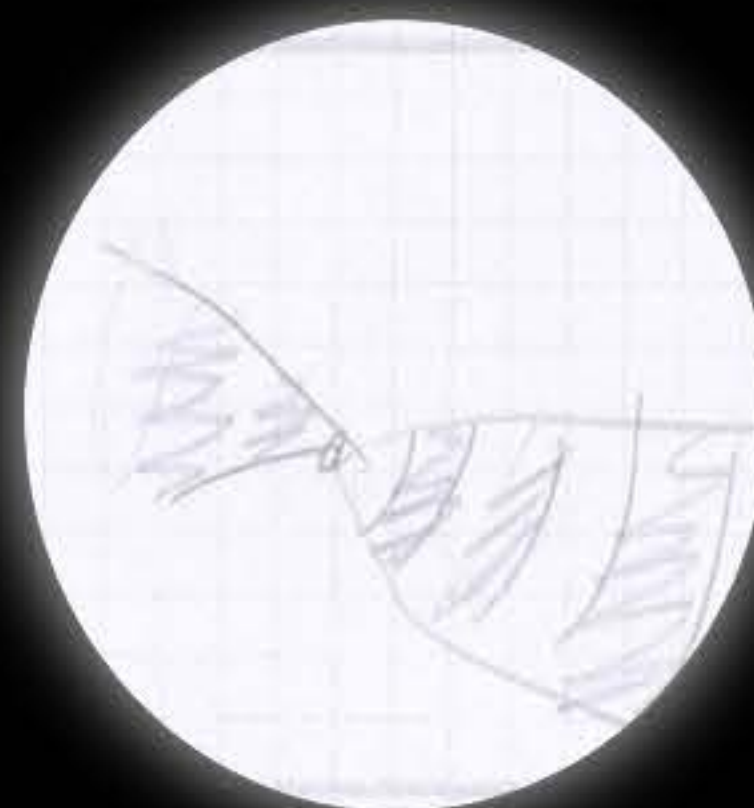
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GIFT OF ANN LEVITT • ON LOAN FROM THE ROYAL ONTARIO MUSEUM, TORONTO

Paimpolaise

SPRING-SUMMER 1950

Photo Laziz Hamani



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Press Sketch

Press sketch for *Paimpolaise*, named after a coastal town in Brittany famed for its pretty women in traditional dress, its food, and its folklore.

DIOR HÉRITAGE COLLECTION, PARIS

Christian Dior
SOCIÉTÉ À RESPONSABILITÉ LIMITÉE, CAPITAL 8.000.000 DE FR.
30, AVENUE MONTAIGNE
PARIS



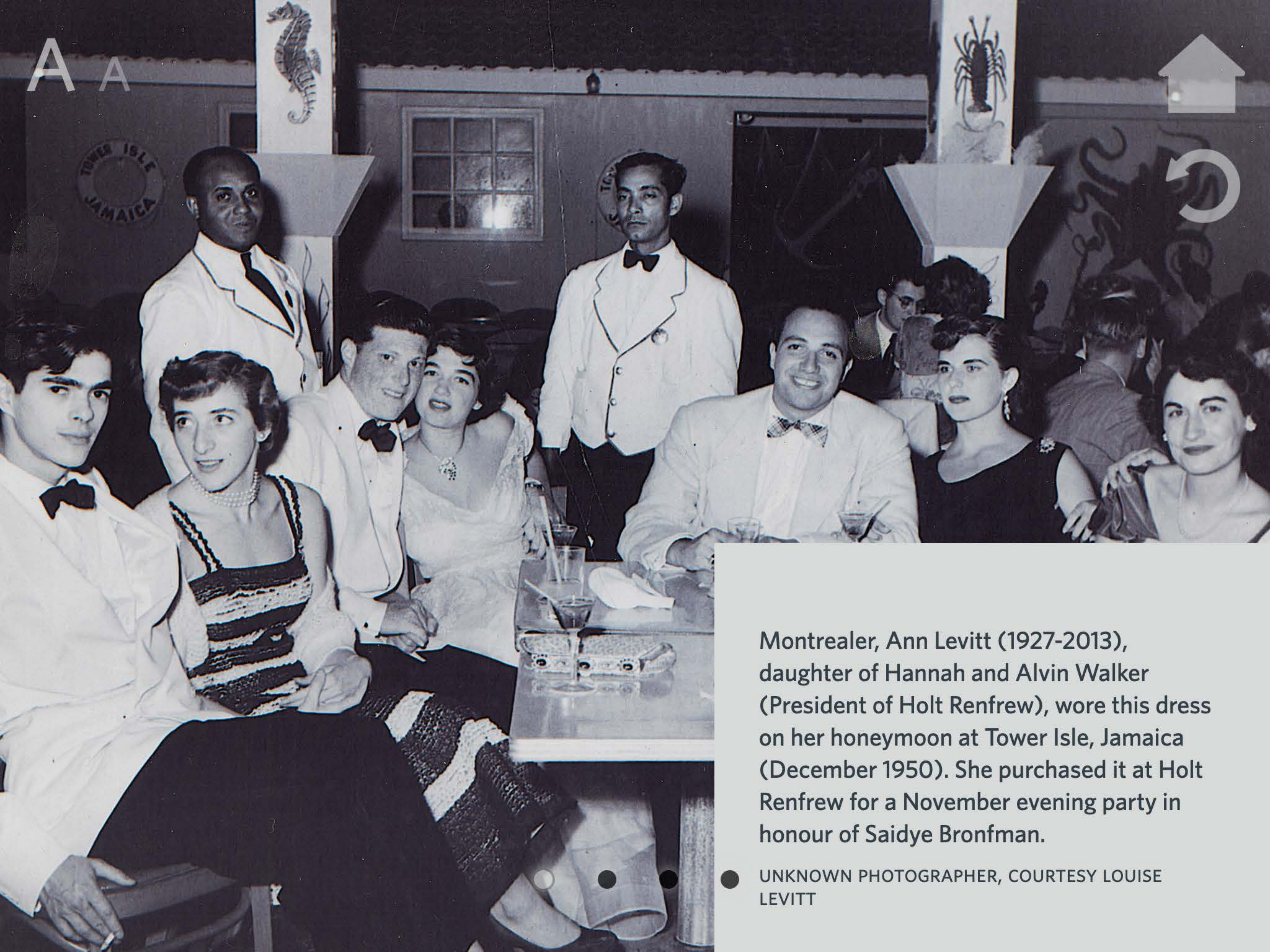
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Chart

Each chart recorded the designs in a collection by type, who made it, for whom, and with textile swatches. This ensured the ateliers' work was evenly distributed and that the mannequins had time to change during daily presentations.

DIOR HÉRITAGE COLLECTION, PARIS

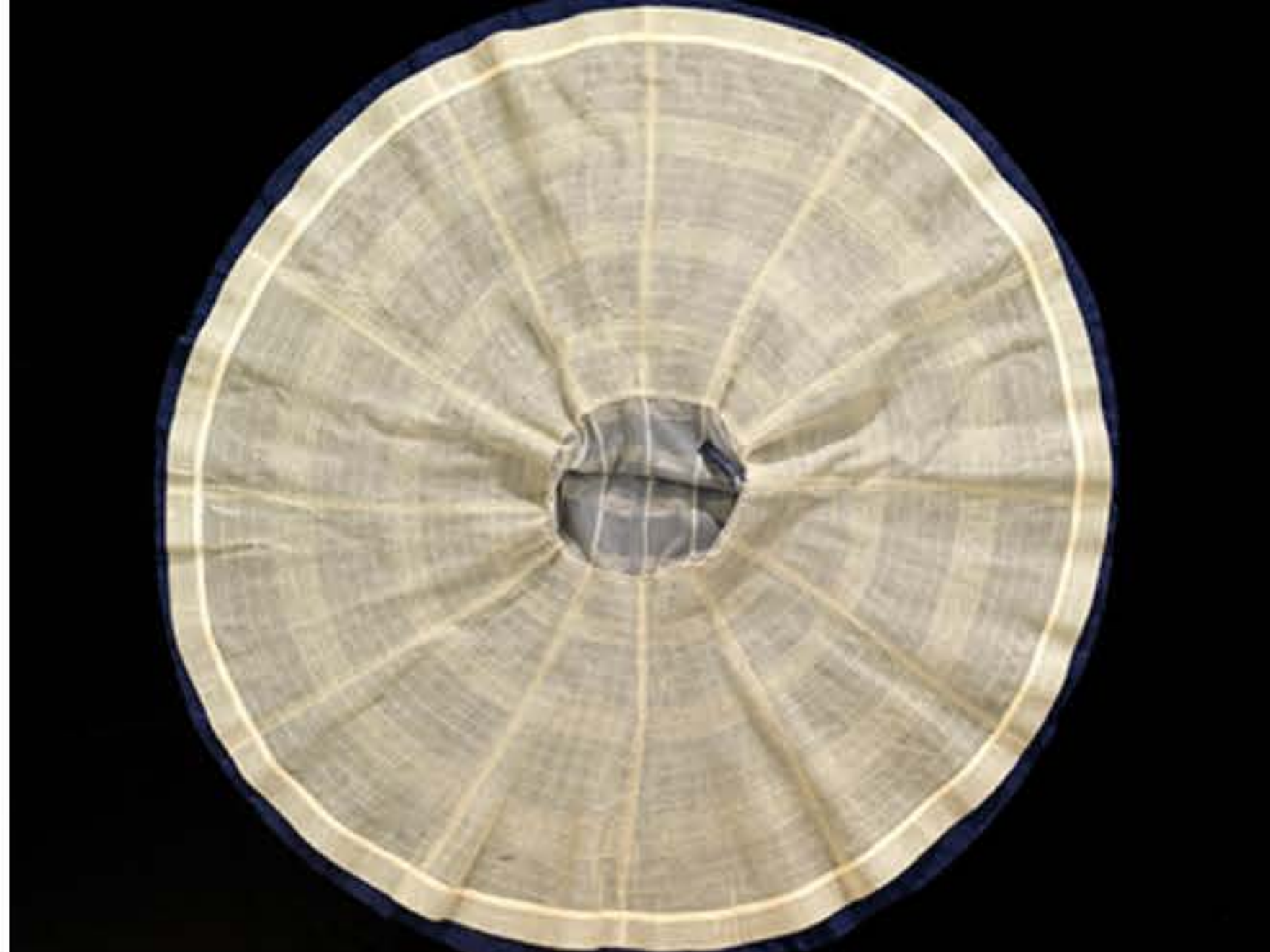




Montrealer, Ann Levitt (1927-2013), daughter of Hannah and Alvin Walker (President of Holt Renfrew), wore this dress on her honeymoon at Tower Isle, Jamaica (December 1950). She purchased it at Holt Renfrew for a November evening party in honour of Saidye Bronfman.

UNKNOWN PHOTOGRAPHER, COURTESY LOUISE LEVITT

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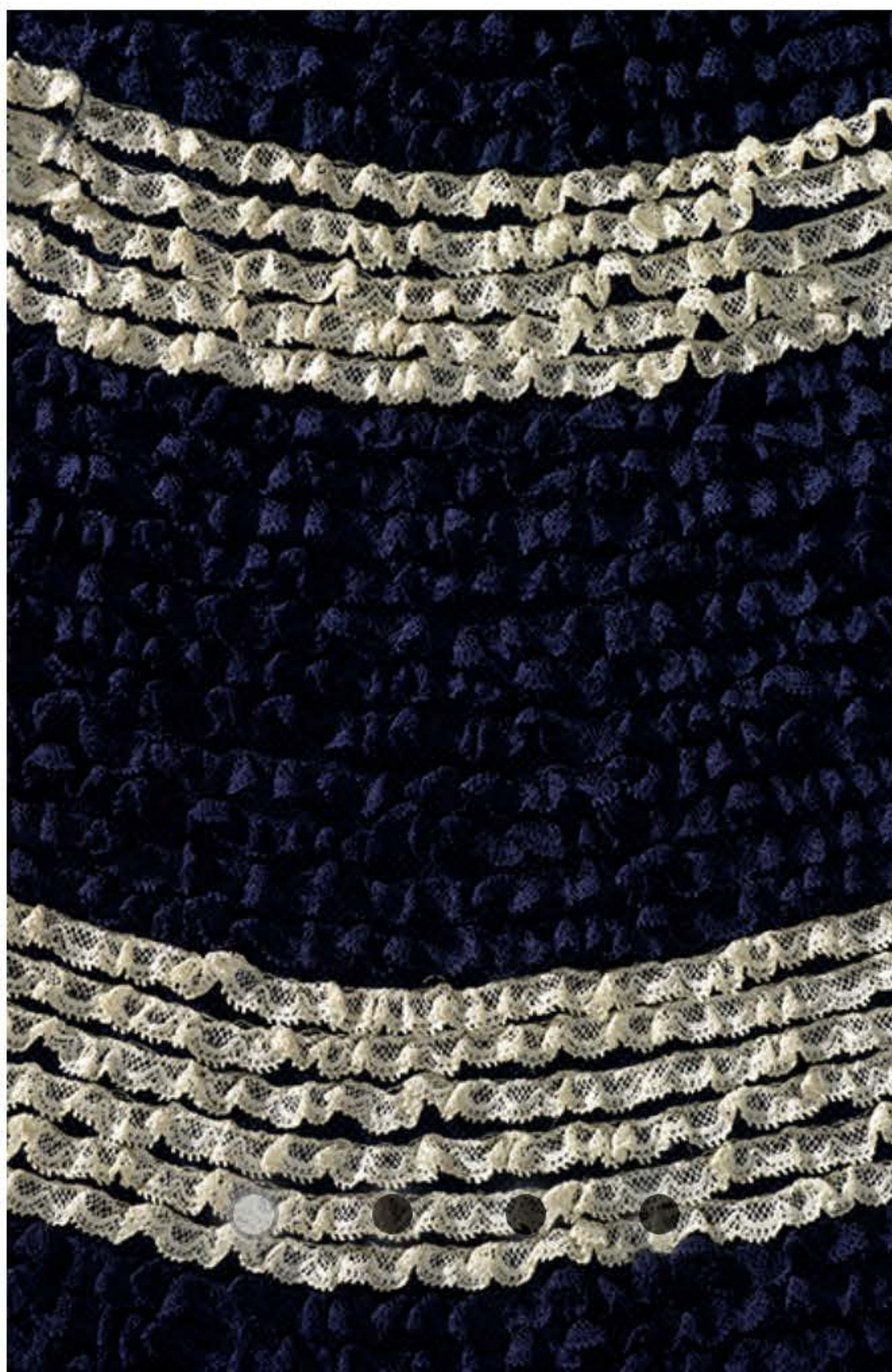
Left: The circle skirt and petticoat are each individually assembled from 12 gores. The petticoat is attached to the skirt at the waist.



Each concentric, single row of navy and white Valenciennes lace is applied individually over the seams onto the completed, pre-formed net dress.

Far right: reverse; *Right:* front

* PHOTO LAZIZ HAMANI



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A small waistline gives the curves of the feminine body all its charm and has always been the dream of every woman.

— *LITTLE DICTIONARY OF FASHION*, CHRISTIAN DIOR, 1954



FR

LINE

Y

OCCASION

Cocktail dress

ATELIER FLOU

Suzanne

MANNEQUIN

Renée

TEXTILE

Rayon tulle; sequins, and metal thread embroidery by Jean Roy-Poulet; velvet ribbon by Nattier

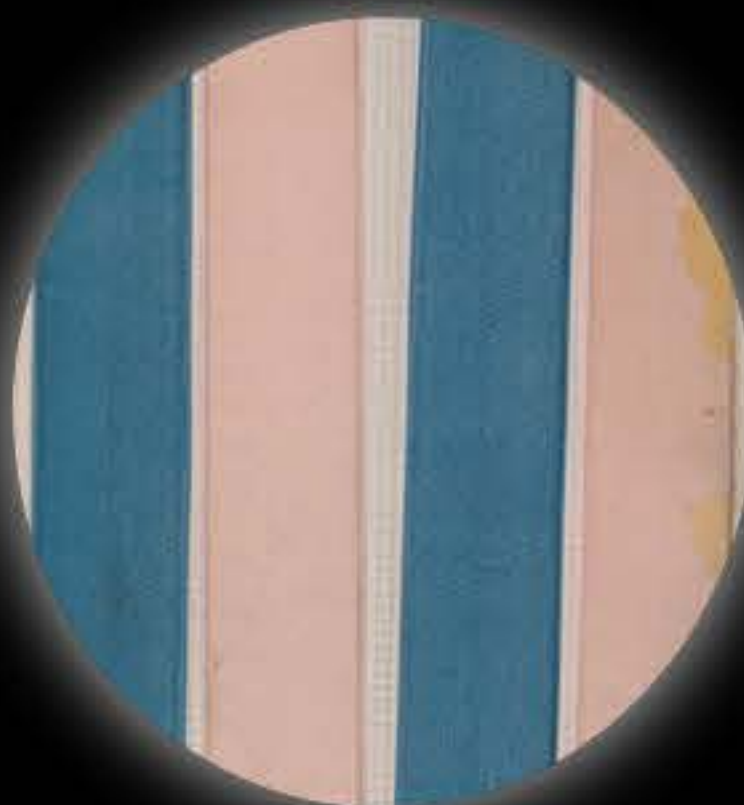
2016.40.1

THIS ACQUISITION WAS MADE POSSIBLE WITH THE GENEROUS SUPPORT OF THE LOUISE HAWLEY STONE CHARITABLE TRUST ▪ ON LOAN FROM THE ROYAL ONTARIO MUSEUM, TORONTO

Photo Laziz Hamani

Soirée romantique

AUTUMN-WINTER 1955



A A

Press Sketch

DIOR HÉRITAGE COLLECTION, PARIS

Christian Dior
SOCIÉTÉ À RESPONSABILITÉ LIMITÉE - CAPITAL 35.000.000 DE FR\$
30, AVENUE MONTAIGNE
PARIS



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DIOR HÉRITAGE COLLECTION, PARIS



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© LES ÉDITIONS JALOU « L'OFFICIEL 1955 »





Below: The calibrated rows of ribbon and beading accentuate a small waist and young figure.



Above: The extensive use of ribbon supports the historic French ribbon-making industry. Velvet gives weight to the light tulle, with:

- 306 metres of velvet ribbon
- 174 velvet ribbon tabs
- 6 rows of velvet ribbon
- 6 widths of velvet ribbon



Above: Rows of sequins are outlined with blue metallic embroidered thread, then applied with blue velvet ribbon. Sequins are scattered over the entire tulle ground of the dress.

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The tulle is embroidered with sequins and metal thread, then the velvet ribbon is applied.

Top: front

Bottom: reverse



