

Photos Laziz Hamani





Vierge folle Autumn-Winter 1947







FR

The success of a dress depended upon the quality of workmanship, the attention to detail, and above all on the beauty of the material.

- CHRISTIAN DIOR, 1956

Corolle LINE

Evening dress OCCASION

Marthe ATELIER FLOU

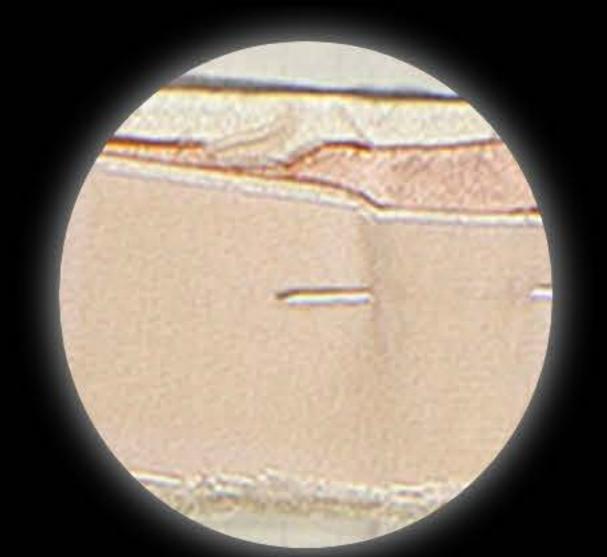
Paule MANNEQUIN

> Silk satin TEXTILE

> > 969.241.2

GIFT OF MRS. GRAHAM MORROW • ON LOAN FROM THE ROYAL ONTARIO MUSEUM, TORONTO







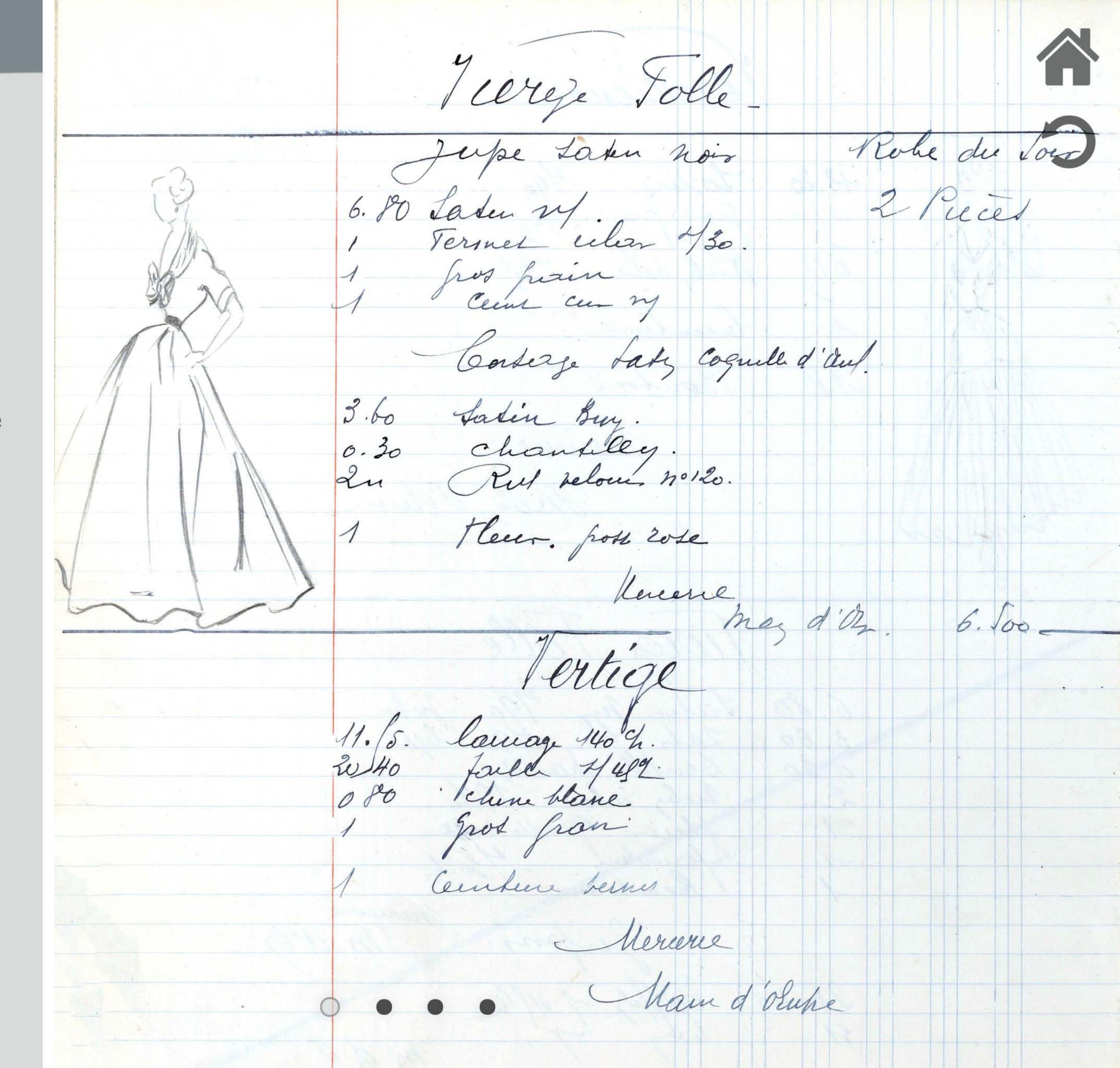


AA

Livre de fabrication

The first three Dior collections had registers with the suppliers' names and units required to make each design.

DIOR HÉRITAGE COLLECTION, PARIS



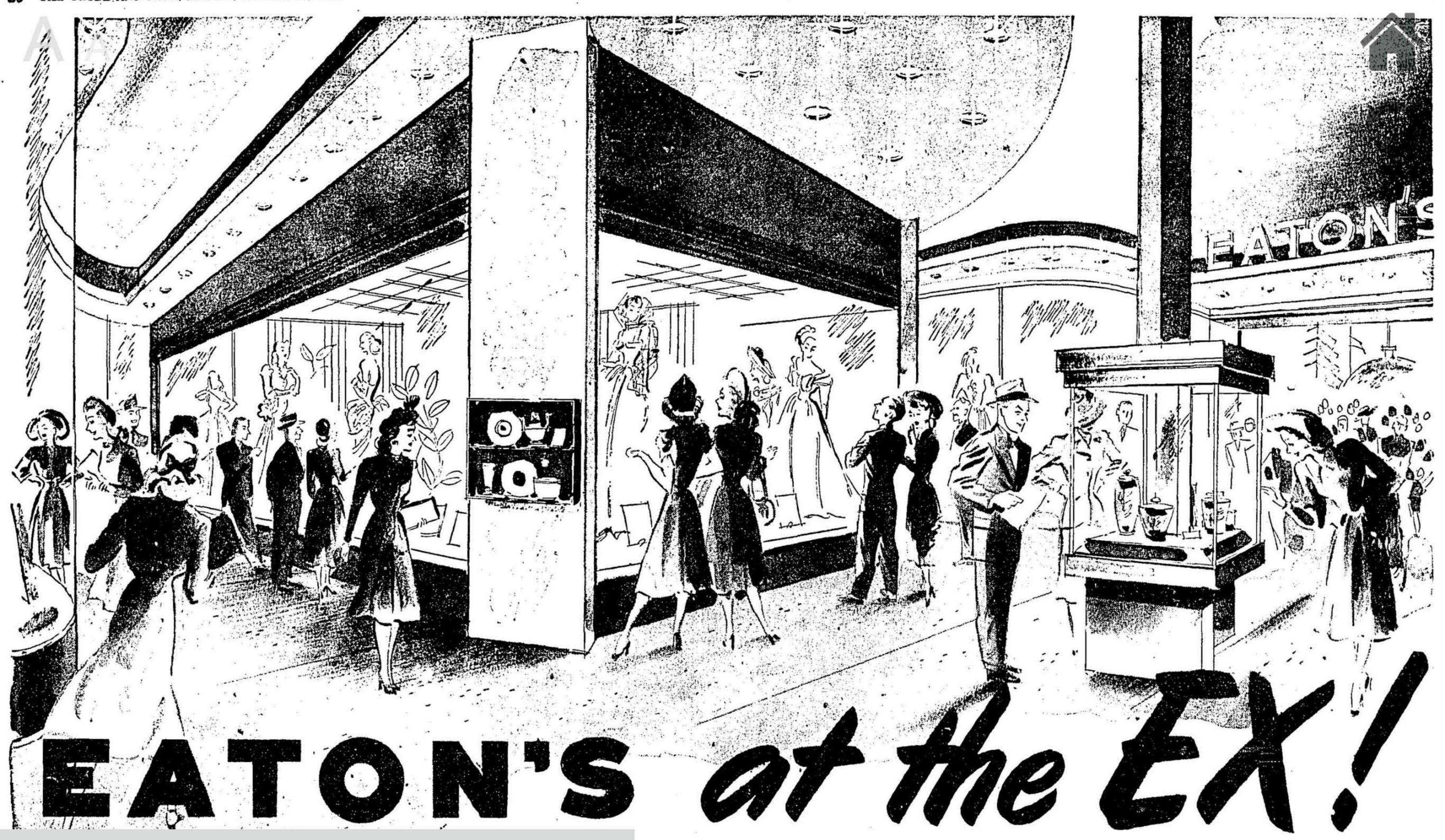


Chart

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





Imported to Toronto by Eaton's, *Vierge folle* exemplified the "latest trend in fashion" from Paris shown to Canadians at the Canadian National Exhibition.

EATON'S ADVERTISMENT, THE GLOBE AND MAIL, AUGUST 22, 1947
© 2017 THE GLOBE AND MAIL INC.

AA

Vierge folle or Mad Virgin, is a tarot card and a reference to a work by the poet Arthur Rimbaud.

PHOTO LAZIZ HAMANI

