



Vierge folle
AUTUMN-WINTER 1947



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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

LINE	<i>Corolle</i>
OCCASION	Evening dress
ATELIER FLOU	Marthe
MANNEQUIN	Paule
TEXTILE	Silk satin

969.241.2

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



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



Yvresse Folle

jupe satin noir

Robe du soir

6.80 Satin n°.

2 Pièces

1 Fermet. élast. 1/30.

1 Gros grain

1 Ceint. cuir n°

Conseil: Satin, Coton d'Inde.

3.60 Satin Buy.

0.30 Chantilly.

2m Rub. velours n°120.

1 Fleur. gros rose

Mercerie

Mas d'Or.

6.500

Vertige

11.50 Lamage 140 ch.

20.40 Fude 1/489.

0.80 Chem. blanc.

1 Gros grain

1 Ceinture vernis

Mercerie

Mas d'Or.

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 ADVERTISEMENT, *THE GLOBE AND MAIL*, AUGUST 22, 1947

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

PHOTO LAZIZ HAMANI

