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Paimpolaise
SPRING-SUMMER 1950

FR



Soirée romantique
AUTUMN-WINTER 1955



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Paimpolaise
SPRING-SUMMER 1950

Photo Laziz Hamani

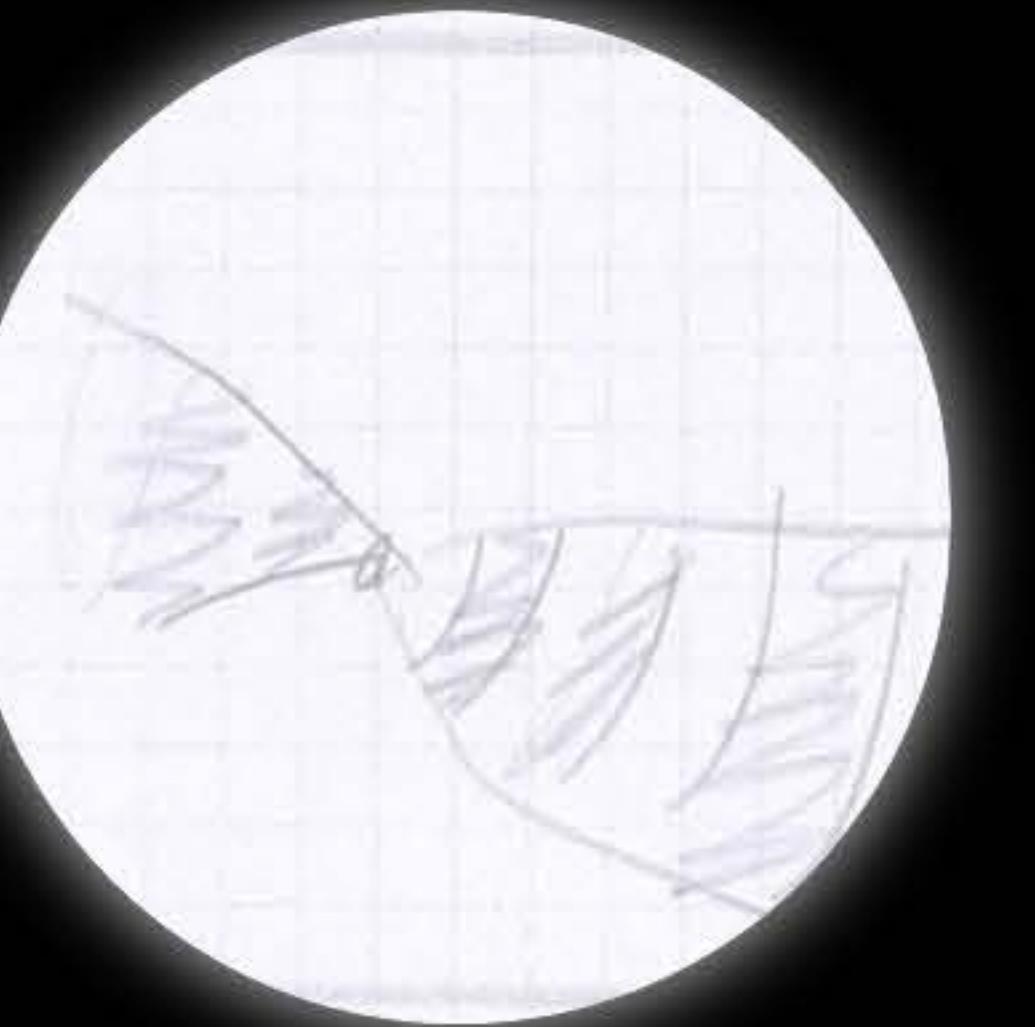
Cocktail dresses are especially elaborate and dressy afternoon frocks. But avoid the mistake of dressing for a cocktail party as you would for a dinner party. This is wrong.

— LITTLE DICTIONARY OF FASHION, CHRISTIAN DIOR, 1954

LINE	<i>Verticale</i>
OCCASION	Cocktail dress
ATELIER FLOU	Nicole
MANNEQUIN	Pascale
TEXTILE	Cotton tulle, cotton Valenciennes lace; leather belt

997.128.3.1-2

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



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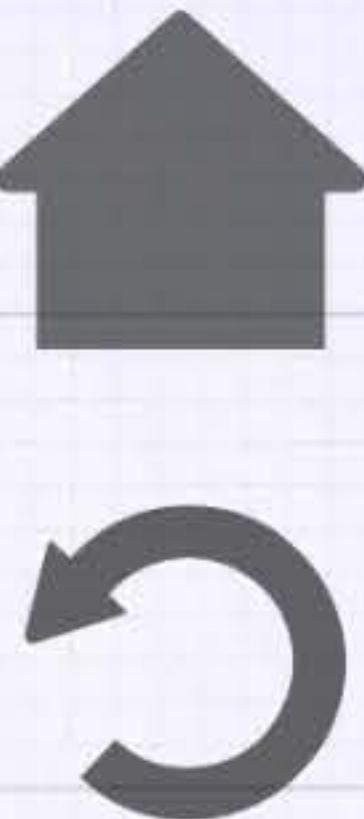
Press Sketch

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 A RESPONSABILITÉ LIMITÉE. CAPITAL 5.000.000 DE FRANCS
30, AVENUE MONTAIGNE
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





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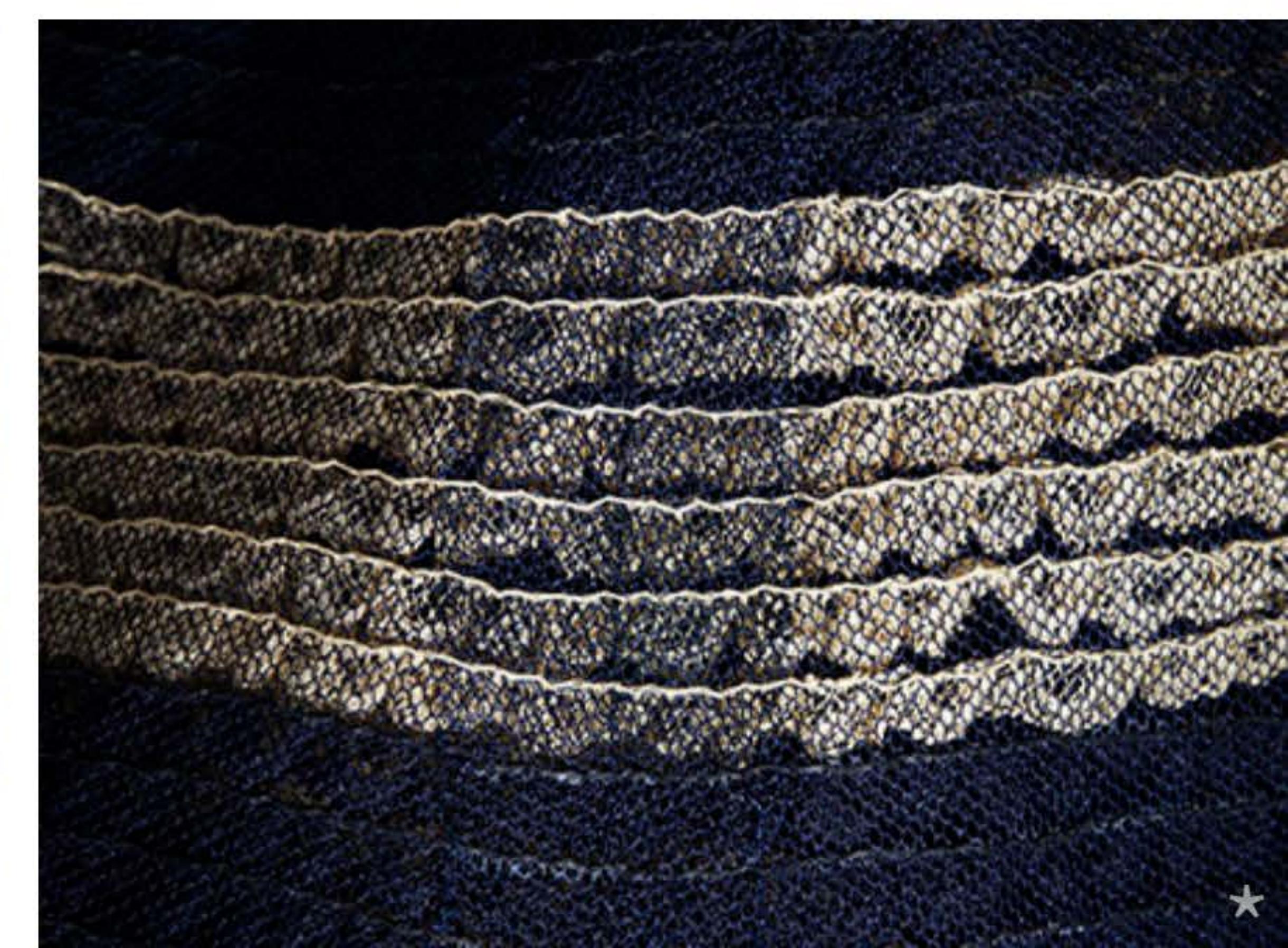
Left: The circle skirt and petticoat are each individually assembled from 12 gores. The petticoat is attached to the skirt at the waist.



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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Soirée romantique
AUTUMN-WINTER 1955

Photo Laziz Hamani

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

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



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Press Sketch

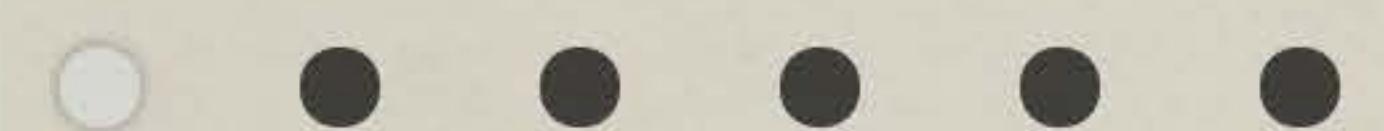
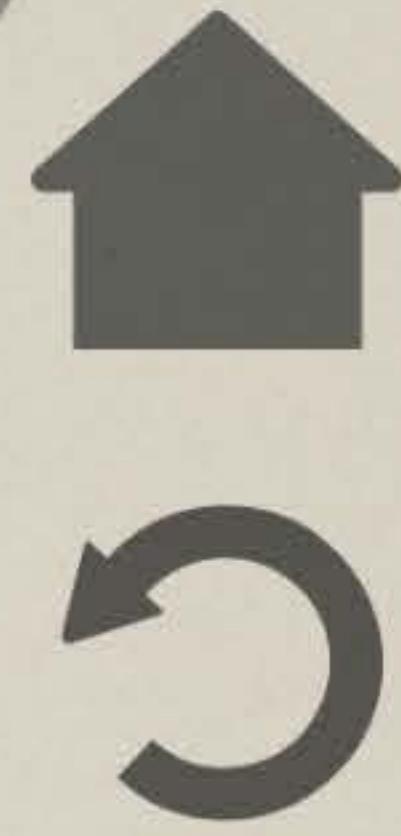
DIOR HÉRITAGE COLLECTION, PARIS

Christian Dior

SOCIÉTÉ A RESPONSABILITÉ LIMITÉE - CAPITAL 35.000.000 DE FRS

30, AVENUE MONTAIGNE

PARIS



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Chart

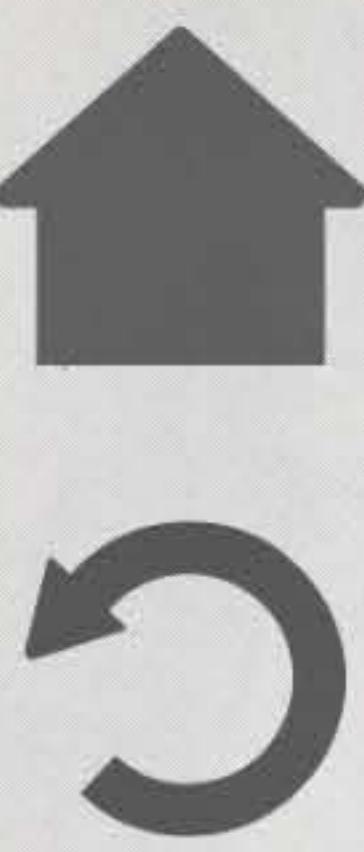
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DIOR HÉRITAGE COLLECTION, PARIS



PROCESSES		
14.11.15 - 56		
ROBES SOIR COURTES		
Mannequin	Sketch	Textile Swatch
Mannequin	Sketch	R 126 1/ Rose Scherazade
Mannequin	Sketch	Red fabric Leg of Nymph Marie Chantal
Mannequin	Sketch	R 130 1/ Rose Soirée Calme
Mannequin	Sketch	R 131 1/ Rose Souffle d'Ispahan
Mannequin	Sketch	R 131 1/ Rose Gisela
Mannequin	Sketch	R 135 1/ Rose Rubis
Mannequin	Sketch	137 2/ Rose Soirée Romantique
Mannequin	Sketch	137 2/ Alla Soirée des Mille et une Nuits
Mannequin	Sketch	Tulle
Mannequin	Sketch	R 139 1/ Rose Petit Louvre
Mannequin	Sketch	Pelisse en soie anglaise
Mannequin	Sketch	P 140 1/ Rose Violette Domino
Mannequin	Sketch	140 1/ Rose de New York
Mannequin	Sketch	140 1/ Rose éclatante

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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



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Essai 660

Patron

Par. 597 - salin sare naturale - ex calcar | Insulă 620 salin sărat

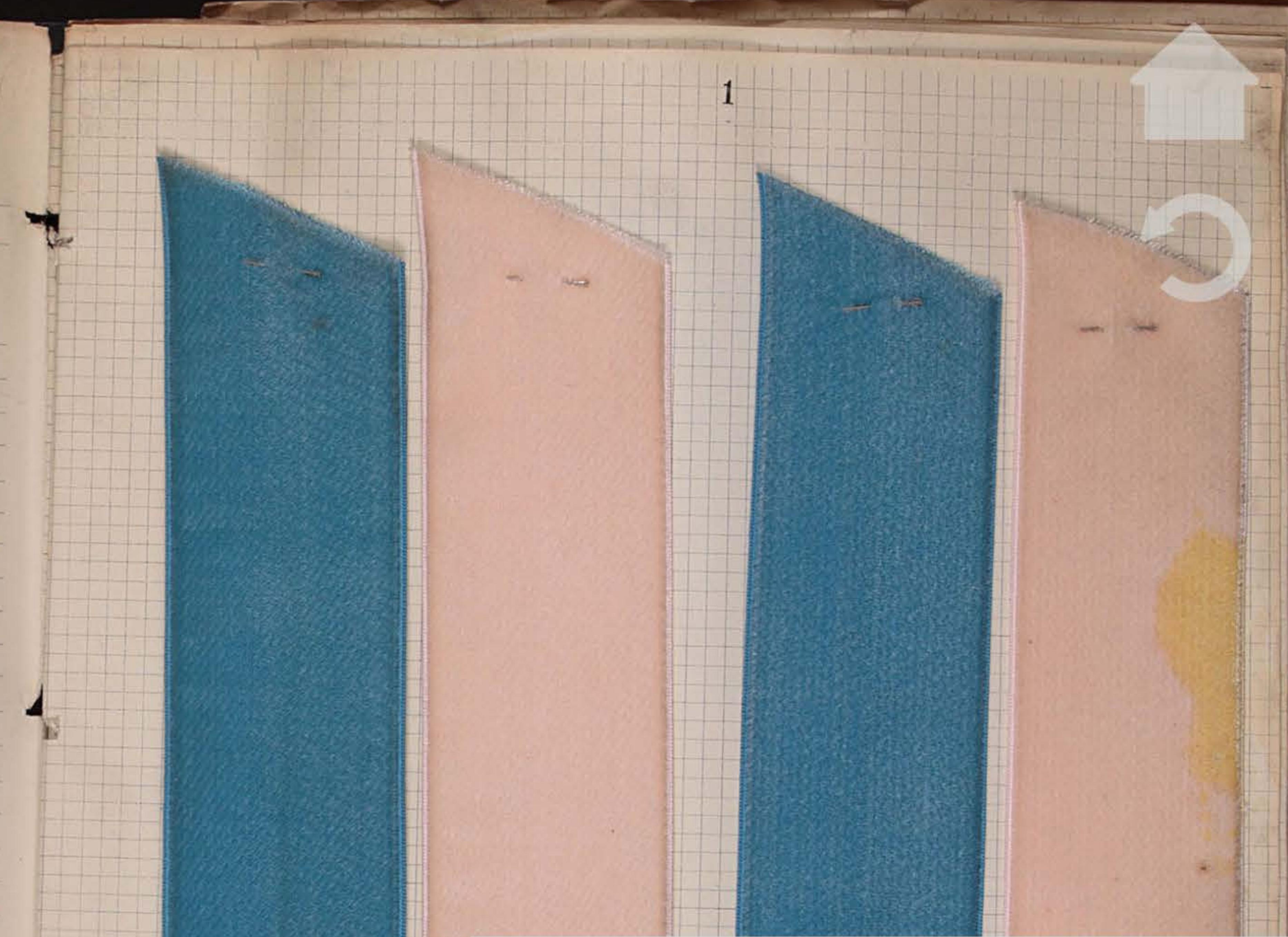
Pièce	28	Lignes		Peigne de	2 ^o 75 à la ligne	dents
"	"			Battu	128 Coupes ?	coups
Poil	Viscox NY	60/25	1250 T	couleur		à Fr.
"						"
"						"
Fond	Aurier NY	40/40	280 T	couleur		"
"						"
Lisières	^{avec}					"
Satin	biganini	Japon	28 d.	couleur		"
Trame	Viscox NY	60/25	115 T	couleur		"
Façon						"
Emballage	y m 30					

d'ici 620 étant tenu au risque de l'assurance en forme par le tiers contribuable : l'assurance n° 4 ne peut être employée formant une cause de l'assurance-défaut.

Cet essai b60 aurait pu but une l'emploi d'un satin rose dont l'usage
aurait plus fin d'orange d'obtenir un aspect nettement moins nagi ou pâl. C'est
dès à l'emploi toute obligation de l'autre couleur puis 1 ou 2 coups, l'état du satin
avec le pâl

As more antisocial

1



Giron Frères's register for weaving velvet ribbons, 1949, records the information for setting up the loom to make the velvet ribbons. The company was established in 1835 and became Giron Frères from 1854-1980.

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D'INDUSTRIE DE SAINT-ÉTIENNE, FRANCE
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