Today we will talk about what is Dor and how it starts moving to the brand logo, image, stretching, extension, and Endorsement

After the end of the Second World War, people's ideas and beliefs about life and themselves changed a lot

They were asking questions like who am I and what should I do and how I express myself

Dior was no different

He was a talented fashion designer

who was full of ideas and visions about life and beauty and his way to express that was fashion

For him, fashion is not just the fabrics we put on

it was a way of expressing ourselves, how we live, and how we want to be seen.

He had visions of what a woman should wear more than that what should a woman be and that being elegant, feminine and free

In 1946 he founded a French luxury fashion house with name “Christian Dior”

In 1947 the first fashion show was held

after that show Dior made a revolution in the fashion world, he continued to express his visions until his death, and ever since the house continued to assert his vision over the years

The logo of the company Dior is very simple

the name of the founder and fashion designer of the brand Christian Dior.

The Dior logo represents a simple wordmark with the brand name.

Despite the fact that the company is world-famous in the luxury industry, the logo remains simple and straightforward, reinforcing its ease of identification and being easily recognizable for consumers.

Not just that but also is representative of the personality of its creator.

So using the fashion designer’s name serves what the company seeks for and presents

Also over the years, the company kept using black and white colors? Why do you think they do that? Using black and white?

it transmits a natural feeling of warmth, reinforcing the overall design and the classy impression it gives.

For Dior image actually in every brand When we are talking about the brand image we are not talking about good fabrics, materials, and even designs we are talking about mindset

Many customers, fashionistas, and Dior employees themselves strongly believe their product is premium

As everyone in the company is spending a great deal of time and energy to make sure every detail of their final product is perfect.

Customers by Dior of its techniques, high-quality fabrics, and detailed design.

They value the work that was put into the final product itself. Therefore, they don’t need to see the products because they believe and know that it is premium

So they value the work itself just as much and in many cases more than, the utility of the product.

so, of course, it is expensive, perfect, elegant and Trusted.

The company started stretching and extension before Dior death, he himself launched the first perfume have the company name and open the first branch in new work

after his death, the company has been expanding offering products in different categories:

Fashion designing

Leather goods like bags, belts

Of course, perfumes, cosmetics, and makeup

Watches and jewelry

According to statistics in 2010, there are more than 200 branches around the world half of them just in Asia

Talking about endorsement Dior had many famous ambassadors over the years like Johnny Deep, Natalie Portman, Je-soo, Bella Hadid, and Jennifer Lawrence.

As we said being elegant was one of Dior visions but who is more elegant than a princess

Dior has many ambassadors, yes but the most valuable ones who love the product not paid for loving it

We can see here princess Diana with lady Dior bag, princess Margaret wearing her favorite dress made by Christion and Dior and Queen Soraya of Iran in the Christian Dior wedding dress

Finally, Dior is one of the best companies in the luxury industry so as Christian said don’t buy much but be sure what you buy is good.