

Dior, immersion into the magical world of « Haute Couture ».

16/11/2016



Intervention de la Maison Christian

Dior Couture

In July 2016 Christian Dior Couture announced to the trend world the name of their new creative director, Maria Grazia Chiuri, the first woman to lead the creative process of this renowned fashion house. This change shows a break with the Raph Simons period, bringing a new surge of femininity in the Dior silhouette.

The students of the Master's degree in fashion trades and textiles had the chance to meet Emmanuelle Favre, Dior's Director of Human Resources as well as Karin Raguin, Director of talent development.

This was for the students a real immersion in the magical world of « Haute Couture ».

The Dior house was founded in 1947 by Mr Christian Dior. The strength of this exclusive house is based on a specific business model covering the production and distribution aspects. Indeed the haute couture brand pays special attention to design and innovation as well as know-how development and craftsmanship excellence by developing modern pieces which continuously reinvents Dior's fashion heritage.

Dior represents so far more than 200 boutiques around the world but also near 5500 employees. In view of this, the two representatives of this company presented to the students the different types of trades and the different opportunities they held within the worldwide luxury brand, insisting on the diversity of their desired profiles. A respectful and instructive exchange which reminds us above all the very essence of the Haute Couture: to make us dream...

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