

MEDIA/PUBLISHING

## Dior examines its love of florals in colorful book launch

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*Dior In Bloom* explores the relationship between fashion and florals. Image credit: Dior

By LUXURY DAILY NEWS SERVICE

French fashion label Christian Dior is exploring the influence of florals on its history and designs in an expansive new book.

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*Dior In Bloom* features writing from Alain Stella, Justine Picardie, Jrme Hanover and Naomi A. Sachs, as well as flower portraits by fashion photographer Nick Knight. Branded coffee tables can serve as an avenue for fashion enthusiasts to learn more about labels' legacies and inspirations.

Dior In Bloom

Published by Flammarion, *Dior In Bloom* covers a variety of intersections between Dior and flowers.

The house's current artistic and creative directors, the heirs of Christian Dior, penned the book's introduction, "In Dialogue with Nature," and shared their own relationships with floral arts.

Each writer was responsible for different book chapters.

*Roses are a common motif in Dior designs*

Mr. Stella explores the label's relationship with flowers, while Ms. Sachs delves into how the founder found inspiration in nature. Ms. Picardie shares a portrait of Catherine Dior, who shared her brother's love of botanicals, and a final chapter examines Dior's tradition of fragrances and commitment to biodiversity.

Mr. Knight, who also photographed the book cover, shot a series of rose portraits that take inspiration from still life and Flemish painting.

Dior has explored different aspects of its label in earlier books.

In 2016, *Dior, The Art of Color* positioned pieces of art and iconic make-up applications from the house's archives side-by-side ([see story](#)). The couture house also marked its 70th anniversary by publishing an anthology series ([see story](#)).

*Dior In Bloom* will be released on Nov. 24 and retails for \$100.

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