

APPAREL AND ACCESSORIES

Dior honors the "women who created it" in new podcast episode

March 25, 2021



The Dior Untold podcast series reveals the story and life of Christian Dior. Image credit: LVMH

By NORA HOWE

French fashion label Christian Dior is spotlighting the women who inspired the house founder in the latest episode of its podcast series, *Dior Untold*.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Dior Untold provides an opportunity for consumers to immerse themselves in the world of Dior, getting to know its creator and his innermost inspirations. The second episode of the podcast series, released nearly a year after its debut, examines the personal life of Christian Dior, discovering the women who inspired him and set a path for the brand.

Women of Dior

Dior launched the podcast in June 2020, with the first episode of the series set in Grasse, France.

The premiere episode recalls the summer of 1954 when Mr. Dior spent time at the Chteau de la Colle Noire in Montauroux and planted acres of Centifolia roses, almond trees, olive trees, lavender and jasmine. It was released on Dior.com, Spotify, Deezer, Apple Podcast, YouTube, Soundcloud and Podcast Addict ([see story](#)).

After the first episode took listeners on a journey through the senses, the second episode aims to take listeners on a journey through time.

Although consumers have waited nearly a year for the second episode of the series, "And women created Dior," the 30-minute long episode offers a thorough and intimate examination of the designer's life.

"And women created Dior" starts in Granville, France in 1919 as France is emerging from World War I. In the story, 14-year-old Christian Dior gets his palms read by a bohemian clairvoyant who tells him he will find himself without money.

"But women will bring you luck," the fortune teller says. "Through them, you will achieve great success."

Dior Untold Episode 2: And women created Dior

Throughout his life, Mr. Dior trusted the practice of clairvoyance, receiving palm and tarot readings twice a week

from his favorite fortune teller Madame Delahaye. This is reflected in the women's spring/summer 2012 haute couture collection and campaign by creative director Maria Grazia Chiuri ([see story](#)).

As the second oldest child in his family, a young Mr. Dior assisted his mother Madeleine in creating an old English country garden in Les Rhumbs, where she successfully planted geraniums, roses and jasmine, despite hostile weather conditions.

He was constantly by his mother's side, absorbing her love of flowers and learning the virtue of patience. The garden they grew together serves as a celebration of the bond between mother and son, something to which Mr. Dior turned for inspiration throughout his life.

The story jumps ahead to 1947, where Parisian women rush to the Dior boutique at 30 Montaigne Avenue where Mr. Dior is presenting his first ever collection of 98 dresses. It was here that Miss Dior was introduced a perfume named in honor of Mr. Dior's sister Catherine.

The youngest of the Dior children, Catherine, born Ginette, was the bold and brave spirit of their family who was not afraid to disturb the status quo. When World War II started, Catherine joined the Resistance under the alias Caro where she helped pass information about German troop movements to London.

In 1944, Catherine was arrested by Gestapo officers and deported to the Ravensbrück concentration camp in northern Germany.

After a year of no communication with Catherine, Madame Delahaye assured Christian Dior that his sister would return. In April 1945, he received a phone call that Catherine was still alive and would return to Paris in the coming month.

Into the 1950s, Christian Dior brought on a staff of passionate women to assist in executing the vision he had for the Dior house: director of his design studio Raymond Zehnacker; "technical genius" Marguerite Carr who would turn his designs into reality; childhood friend and director of trunk shows, sales and public relations Suzanne Luling; and Mr. Dior's muse Mitzah Bricard.

The brand's most prominent figures, including Ms. Chiuri and perfumer François Demachy, continue to pay homage to Ms. Bricard as she is noted as being one of Mr. Dior's greatest influences.

[View this post on Instagram](#)

A post shared by Dior Official (@dior)

Mr. Dior also had a special fondness for each of his models, citing that they are born and not made. He considered

them to be fairies, each as a facet of an ideal image he had in mind.

In 1953, a woman named Jeanne barged into the atelier asking to be a Dior model. Her figure did not fit the mold of a typical model, but Mr. Dior was fascinated by her spirit and signed her on the spot, referring to her as Victoire.

Clients disliked that she did not look the part, and Mr. Dior would respond, "My models bring the life of my dresses, and I want my dresses to be happy."

According to the episode, Mr. Dior preferred "a model who became a woman, rather than a woman who became a model."

As Mr. Dior's top model until the end of his life, Victoire is credited with helping the designer orient his designs toward the future.

Power of podcasts

Dior is one of many luxury fashion houses who have been tapping into the power of storytelling through voice.

French fashion house Chanel launched its 3.55 podcast in 2017, exploring different topics including the label's travelling Mademoiselle Priv exhibition, its iconic handbag collection and international art and film festivals. For its newest season, the brand has enlisted creative talents from art and fashion to discuss the future of culture ([see story](#)).

French fashion label Balmain joined the roster of brands experimenting with podcasts in December with the launch of a series hosted by creative director Olivier Rousteing.

"L'Atelier Balmain" explores the history and pillars of the fashion label, which was founded in Paris in 1945. The first episode "How You Gonna Keep Them Down On The Farm After They've Seen Paree?" studied the origins of founder Pierre Balmain and Mr. Rousteing both grew up in the French countryside before rising to prominence in fashion ([see story](#)).