

APPAREL AND ACCESSORIES

Dior delves into maison motifs in new podcast series

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A.B.C. Dior is the newest podcast from Christian Dior. Image credit: Dior

By LUXURY DAILY NEWS SERVICE

France's Dior is exploring the history of the famed fashion house in a new podcast series.

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A.B.C. Dior will decode the Dior's heritage and emblems letter by letter. This is the latest effort by Dior sharing its origins going back to 1947 in a way that will resonate with younger generations.

ABCs of Dior

The series begins with the letter "M" for "muguet," the French word for Lily of the valley. Eponymous founder Christian Dior considered the white blooms, a common symbol for May Day, to be his lucky flower.

Upcoming podcast episodes will delve into other brand motifs, including leopard print, in an homage to Mr. Dior's muse Mizza Bricard; the Dior star; the color gray; toile de Jouy; *cannage* and more.



Christian Dior's favorite flower, Lily of the valley, inspired a recent homeware collection. Image credit: Dior

Episode releases of *A.B.C. Dior* will not be following the order of the alphabet. Instead, each letter is "the preamble of a symbol to be deciphered."

Each podcast episode will run only a few minutes, and include anecdotes, traditions and other insights about the symbolism of Dior. The series will go beyond Mr. Dior's own story and also revisit the legacies of his successors.

A.B.C.Dior episodes are available at podcasts.dior-stories.com.

This is not the first time that Dior has experimented with podcasting.

A longform podcast, *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 installment, "And women created Dior," offers a thorough and intimate examination of the designer's life during a 30-minute runtime ([see story](#)).

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