

DIOR

presents

MISS DIOR: THE BIRTH OF READY-TO-WEAR

"I wanted a woman to be able to leave the boutique dressed by it from head to foot, even carrying a present in her hand." Christian Dior

On 11 September 1967, while the free and abundant spirit of the 1960s was sweeping over Paris, a new page was written in the history of Dior. The House had just introduced its first ever readyto wear line, named *Miss Dior*, at 11 bis, Rue François I^{er}. It was a brand new concept that perpetuated the couturier and founder's ambition to dress all women. The *Miss Dior* line, which was entrusted to Philippe Guibourgé, assistant to Marc Bohan - who was the Artistic Director at the time - was designed to be easy to wear, infused with freshness, youth and creativity. Short coats and shift dresses, embroidered shorts and pleated skirts were unveiled in a variety of colours, embellished with beads and sequins, revealing another facet of Dior's style. After launching in the City of Light, the collection was introduced in some thirty outlets abroad, leading the way to numerous international licences, celebrating the idea of a multifaceted and universal femininity. It was a new chapter that pursued Christian Dior's vision of a House open to the world and the future.