

Initial Meeting Notes - Marisa x Joseph

Background

- Lack of historical context on current website
- Not enough diversification of sectors/ markets that Dior encompasses
 - Through this website, it's important to start to show the overall significance of Dior as a brand that paved its way to becoming known as the face of luxury
- Key message: Dior is more than just a brand, it is a symbol of luxury and confidence. I want to remind the viewer that Dior has served as an iconic source for women and has shaped the retail market on a high level. The significance stretches much further than just clothing.

Hierarchy of Page

- Starting off with different market sectors
- historical timeline/ chronological run-through of most iconic moment for Dior as a company and as a person
 - **Home Page/Introduction** – Introduce a brief summary of the historical importance of Dior as a clothing brand, think “pitching a company”, followed by the **different markets that Dior provides**. I want to have one long page so people can continue to scroll throughout the history, but have anchors throughout the text so that I can have a navigation bar that connects to where on the page the information can be found.

the page will be fairly chronological - really emphasizing the most historical/pivotal moments for Dior

- **About the Founder**
- **“New Look” establish 1947**
- **Establishment of Dior as a Corporation**
- **Expansion and End of an Era** - quick summary of how the company took off as a corporation and the reaction to the death of Dior.
- **Legacy & Present**

Style Preferences & Options

- Editorial type feel - looking at magazine spreads that are minimal may help for inspiration.
- Serif for Headers - “vogue”
- San serif for body
 - Font size and color up to your discretion - two themes to work around:

- 1. black and white 1950's editorial - lots of the media I have found from when dior was first being defined as a brand are all black and white. Black and white also provides a very sleek feel, which can convey luxury.
 - 2. Muted colors that connect to the product/ historical piece/ clothing displayed, but not bright enough to take away from the images or decorative text.
- One common theme that should be included is the focus on **depth and craftsmanship**
 - Patterns of clothing and fabric, accessories, materials can be used for pictures
 - Importance in terms of defining women's fashion and how Dior became synonymous with confidence and luxury
 - [Dior silk pattern](#) - this website has a really great picture of the crafting of the iconic pattern for an example
 - [Dior Bag detail shot](#) another great example of "depth"
 - Tone: The tone here is informational and perhaps authoritative from an easy-to-digest lens. I want to convey the history in digestible yet highly informational, straightforward pieces.

Sources

[Wikipedia page](#)

[Getty Images](#)- Getty has an entire collection of high quality photos of Christian Dior

[Dior Galerie](#) - Current Pop-Up on the history of Dior in France

[Dior Website](#) - When sifting through, some of the images are more editorial, which is the "vibe" I'm going for

[MOMA](#) - high quality picture of historical dresses on display

Feel free to use any other sources you think fit the "vibe"

Inspiration Pics for "vibe" (next pg)

