# **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
    - <u>Dior silk pattern</u> 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

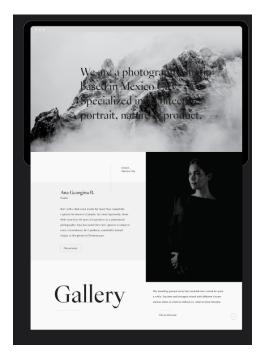
Dior Galerie - Current Pop-Up on the history of Dior in France

<u>Dior Website</u> - 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)







Muted colors - great palettes for this are "coastal" colors

