

# Content Outline

Marisa Benjamin 10/31/23

## Project Title: Dior Website

Dior has, and continues to be, a symbol of luxury and fashion. I want to create a site that really captures how successful Dior is, as a whole. Dior has so many different markets, whether that's the makeup sector, jewelry, everyday clothing, or formal wear, the list goes on. The current website splits the sections by Fashion and Accessories as one and Fragrances and Beauty as another. I want to make the page as stylistic as the iconic items they have released over the years. The website does not encapsulate the historic nature that Dior has, which I think it's really important when establishing the brand.

## Different anchor points among the first page

**Home Page/Introduction** – Introduce a brief summary of the historical importance of Dior as a clothing brand, 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**

**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

I have some of my own images from this exhibit

[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