



DIOR

8 DIFFERENCES

IN THESE UNPRECEDENTED TIMES,
THE HOUSE HAS CREATED A PLAYFUL NEW WAY TO DREAM
AND ESCAPE THANKS TO THIS UNIQUE GAME
CALLED '8 DIFFERENCES'.

A WHIMSICAL ODYSSEY THROUGH THE KINGDOM OF DREAMS

Travel to the heart of the House's inspirations with this exclusive game, while (re)discovering Dior's timeless modernity and House icons made with virtuoso savoir-faire.

An irresistible odyssey through the dreamlike imagination behind the latest collections: from the *Gem Dior* suites by Victoire de Castellane unveiled at the Palazzo Labia to the Spring-Summer 2020 women's ready-to-wear show by Maria Grazia Chiuri, which was designed like a delicate, inclusive garden. Lastly, relive the enchantment of the men's Fall 2020 show, a captivating dialogue between Kim Jones and the artist Shawn Stussy that reflects Miami's radiant energy.

From the effervescence of Florida to eternal Venice and the floral grace of Parisian groves, this game of differences, designed as a tribute to Monsieur Dior's passion for playful creativity, will challenge your talents as an observer of beauty in all its forms.

HOW TO PLAY

(from 1 player)

Print out all the images and bring Dior's magic to life by finding the **eight** errors that mischievously slipped in among these emblematic looks. The number **8**, a symbol of infinite excellence, celebrates the founding couturier's lucky charm. This key number evokes October 8th, 1946, the date on which Monsieur Dior founded his House in the 8th arrondissement of Paris, as well as his inaugural *En huit* line which, with its iconic curves – “clean and shapely, with an enhanced neckline and accentuated hips” - exalted New Look silhouettes forever after.

AND NOW IT'S YOUR TURN TO PLAY — AND DREAM!





FIND THE 8 DIFFERENCES THAT SLIPPED INTO THESE IMAGES





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ANSWERS









DIOR AND THE GAMING SPIRIT

A PASSION FOR PLAYFULNESS
THAT'S ALWAYS BEEN PART OF THE HOUSE

"The best distractions in my life have been the intimate charades that, for twenty years, my friends and I improvised together. No professional show has ever given me the acute pleasure of this parlor game." In his autobiography, Christian Dior evoked his taste for parlor games, from rebus to role-playing, to which he brought both humor and virtuosity. Along with friends, among them some of the greatest artists of the 20th century, like Jean Cocteau and Max Jacob, Dior spent many an evening in Paris enjoying playful creativity and *"gymnastics of the mind."* For him, friendship was inextricably linked to such collective joyfulness, a symbol of sharing and laughter.

The pleasure of (self) cultivation, of sharpening his memory, was also one of the couturier's favorite, most stimulating pastimes: in his memoirs, the voracious reader of historical works noted, *"I spent my evenings playing Patiences[games] and savoring thick volumes of historical memoirs, which are my favorite things to read."*

But for Dior, memory was above all a *"sculpture of ideas"*, which he evoked in his lecture at the Sorbonne: *"The toile[canvas] is truly sculpted and keeps the memory of forms."* A magical memory that, in the secret of the Dior ateliers, gave rise to the most beautiful icons, which you can seek, find and admire in a game that reveals the modernity of their beauty.