



DIOR

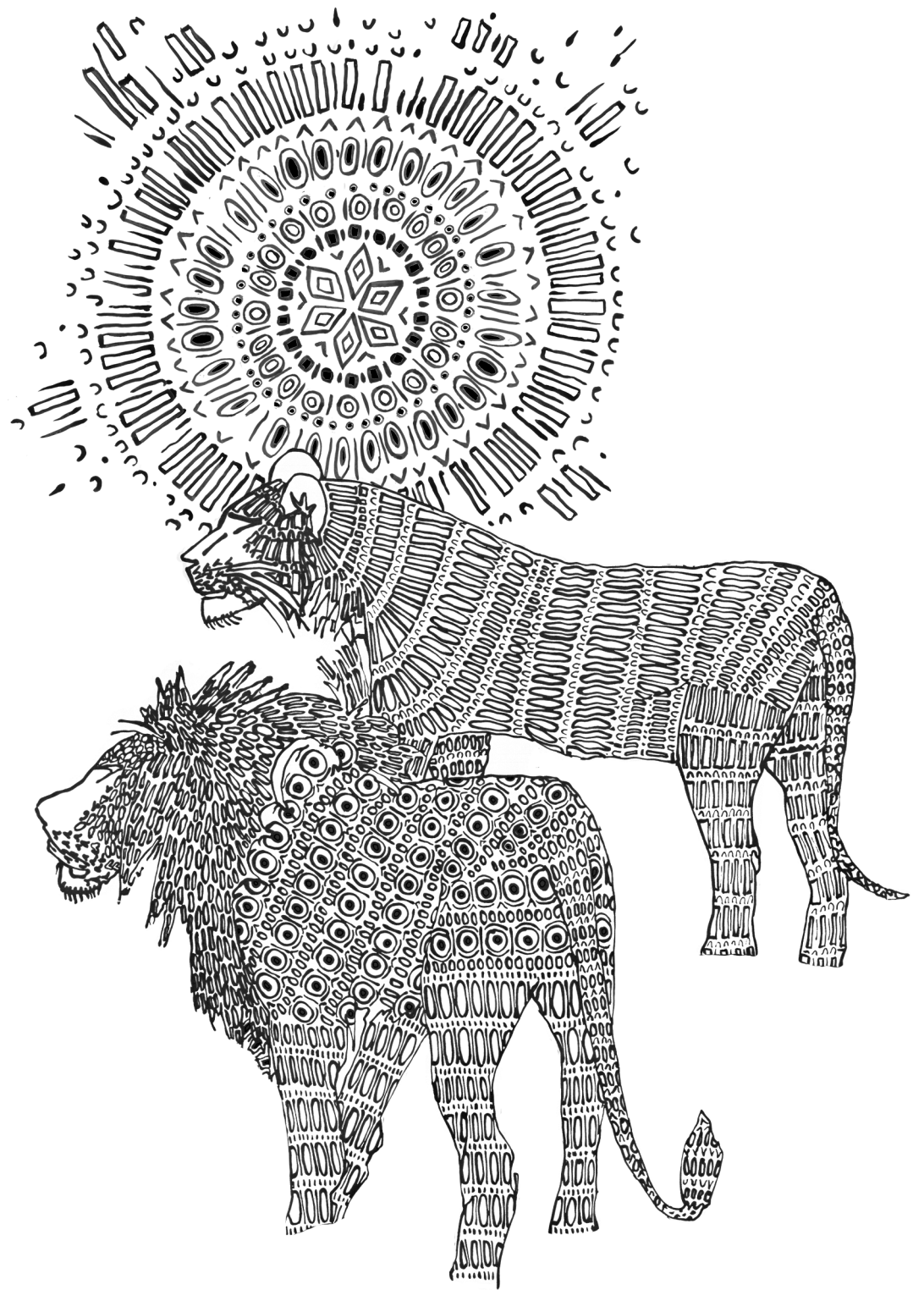
COLORING BOOK

IN THESE UNPRECEDENTED TIMES,
THE HOUSE HAS CREATED A PLAYFUL NEW WAY
TO DREAM AND ESCAPE THANKS TO
THIS UNIQUE COLORING BOOK.

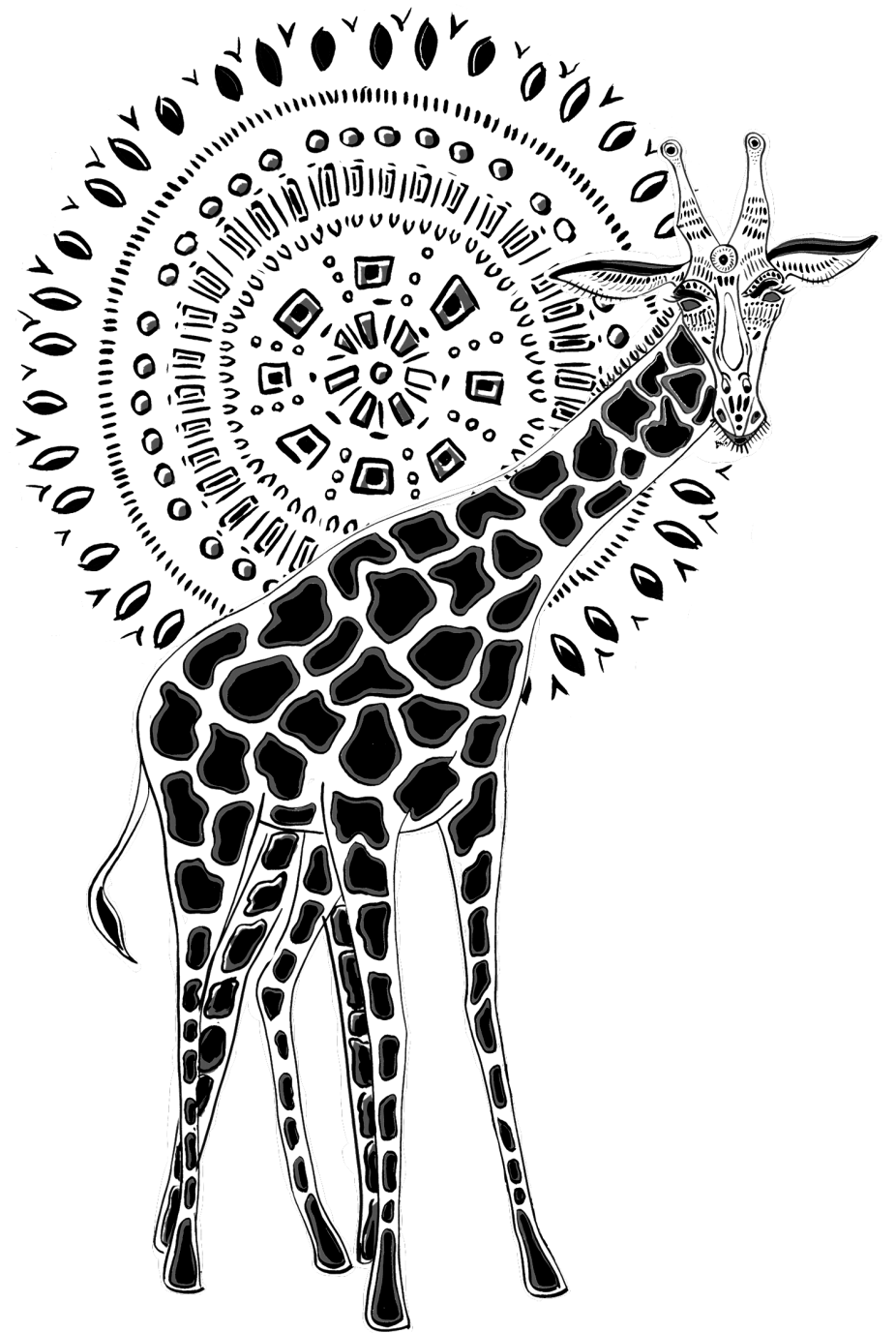
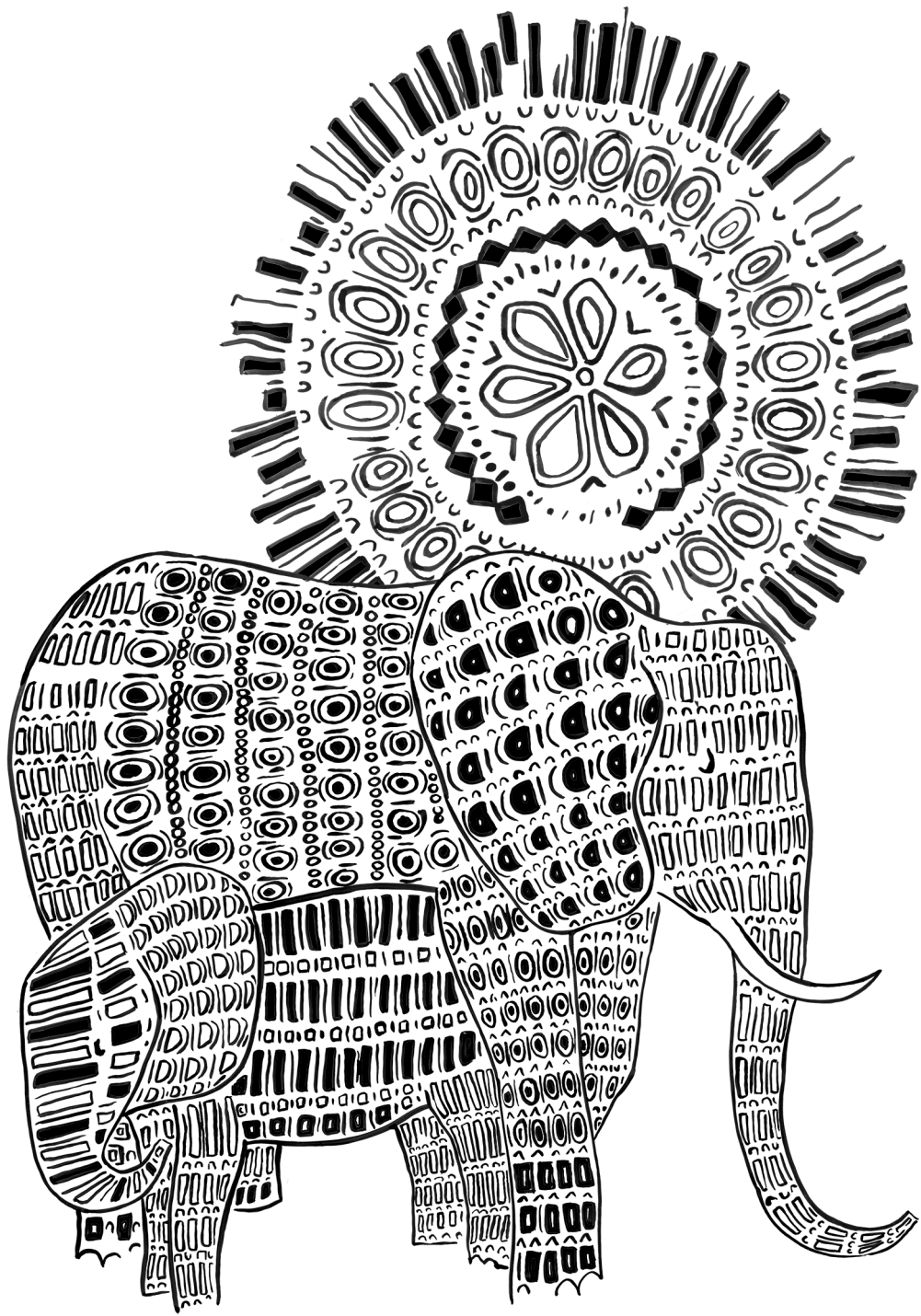
Escape, get inspired, create, color. With this unique coloring book, Dior invites you on a dreamlike journey to the heart of 30 Avenue Montaigne. A new way to be filled with wonder. Through these pages, explore an imaginary world enchanted by a tropical jungle populated with wild animals. A bestiary and luxuriant vegetation bring to life the iconic toile de Jouy revisited by Maria Grazia Chiuri for the 2020 Cruise collection. Take time to dream and to reinvent a signature House code that, as early as 1947, adorned Dior's very first boutique, "Colifichets". A moment suspended in time for enjoying enchanting sketches, (re)discovering the joys of drawing and "*the marvelous coincidences that let you rediscover your thoughts,*" as Monsieur Dior pointed out — and he was never without his notebook and pencils, by day or night.



DIOR
COLORING BOOK

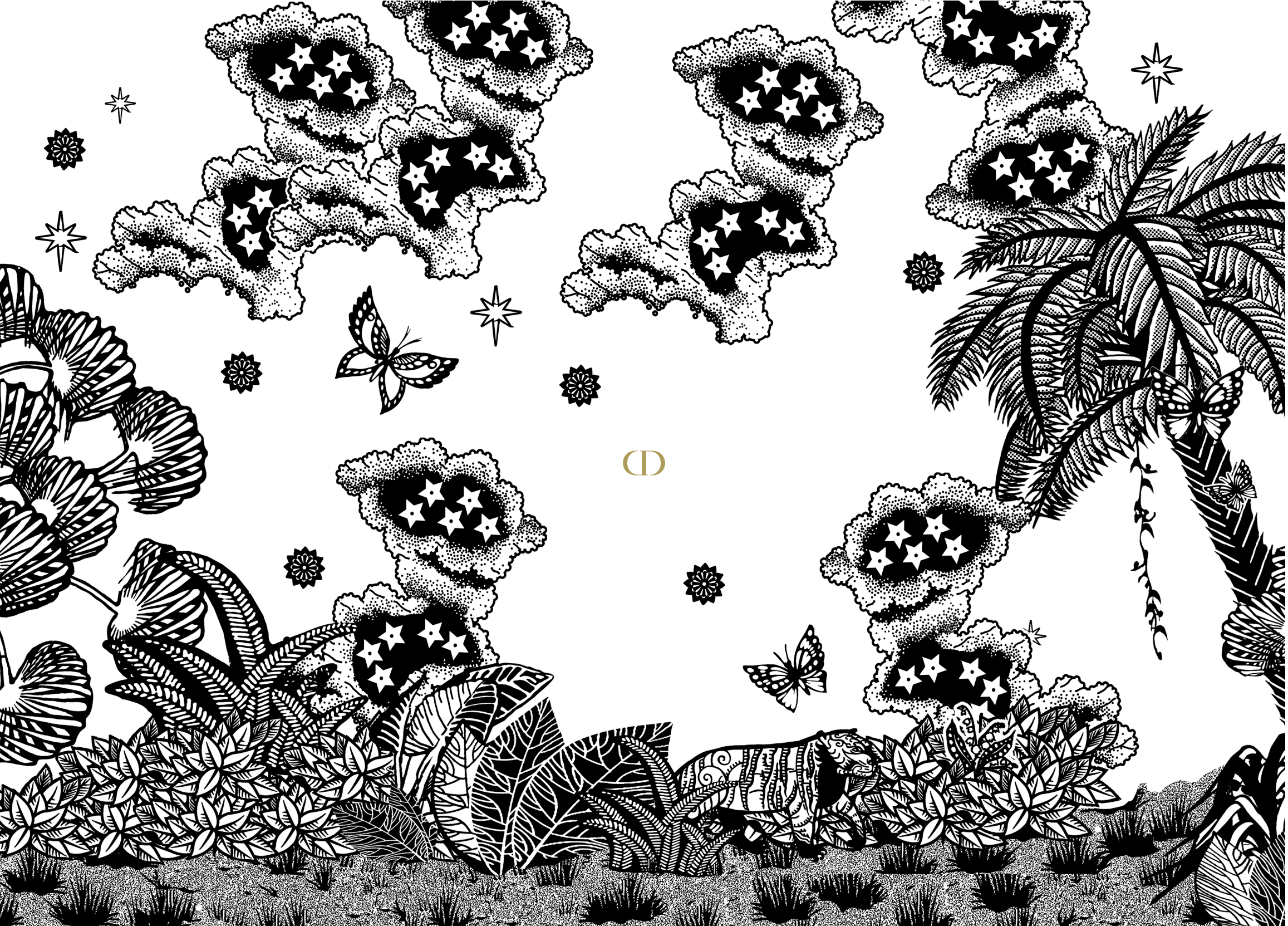












DIOR AND THE ART OF COLOR

"Colors are marvelous," Monsieur Dior explained with fervent passion in his *Little Dictionary of Fashion*, before going on to detail concise definitions of each of his favorite shades. Guided by his love of art and visionary inspirations, and based on their richness and chromatic subtleties, he felt their immense power to reveal fabrics, cut and the essence of a look. With poetic tenderness, he gave names to the colors in his haute couture creations, passing from "sky yellow" to "pale cloud", "storm blue" and "twilight green". A celestial universe the founding couturier colored anew with each season. The power of red — *"the color of life"*, he noted — the intensity of black (*"the most elegant"*) and the delicacy of pink (*"the sweetest of colors"*) comprise a timeless palette that continues to enhance the Dior allure more than ever.