



DIOR

## REMEMBER DIOR

IN THESE TRYING TIMES, THE HOUSE  
OFFERS YOU A NEW WAY TO DREAM AND ESCAPE,  
AND HAVE A LITTLE FUN, WITH THIS UNIQUE  
MEMORIZATION GAME MADE UP OF PHOTOGRAPHS  
BY BRIGITTE NIEDERMAIR.

# DIOR AND THE SPIRIT OF PLAYFULNESS

A PASSION THAT HAS ANIMATED THE HOUSE SINCE THE START

*"The best amusements in my life have been the charades that my friends and I improvised for twenty years. No professional performance has ever given me the acute pleasure of this party game."* This is how, in his autobiography, Christian Dior evoked his fondness for fun and games, from riddles to role-playing, and at which he was an accomplished participant. He and his friends, which included some of the great artists of the 20th century, such as Jean Cocteau and Max Jacob, spent their Paris evenings entertaining themselves with this cheerful creativity, their own kind of "gymnastics for the mind". Friendship, for him, was inextricably linked to such collective pleasure, symbolic of sharing and laughter.

For Monsieur Dior, it was a small step from a love of party games to a fascination with "memory". A part of the joy he took in cultivating himself, maintaining his memory was also one of the most stimulating drivers in the couturier's life, a man who wrote his own "memoirs" and who liked to read historical books: *"I spent my evenings playing patience or savoring the large volumes of historical memoirs which are my favorite reading material."* But memory was above all for him the "sculpture of ideas" he evoked in his lecture at the Sorbonne: *"The toile is truly sculpted and holds the memory of forms."* And this magical memory, in the secret world of the Dior ateliers, will conjure up the most beautiful icons which you can now find and admire through a game that reveals the modernity of their beauty.

# HOW TO PLAY

(for one player and more)

DOWNLOAD THE PHOTOS AND PRINT THEM.

CUT THEM OUT.

AFFIX A STAR TO THE BACK OF EACH PHOTOGRAPH.

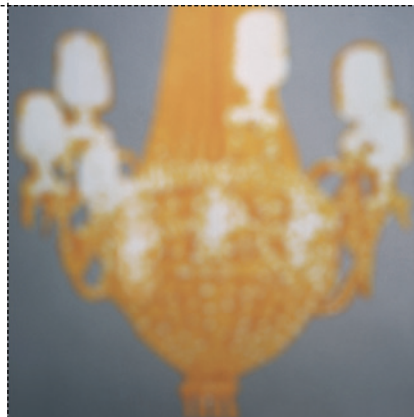
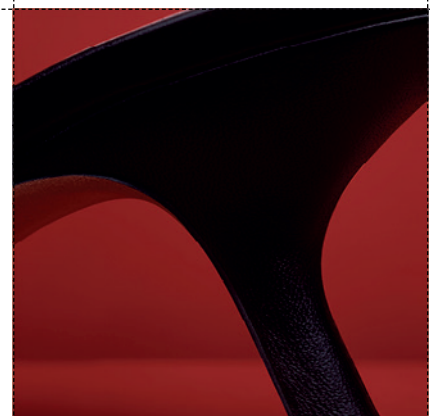
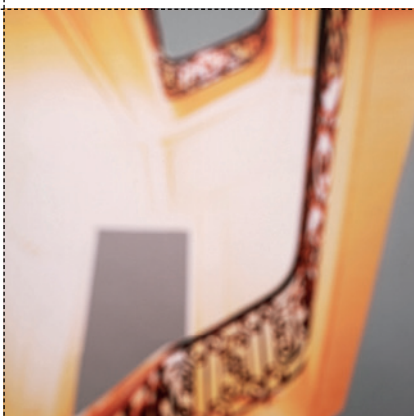
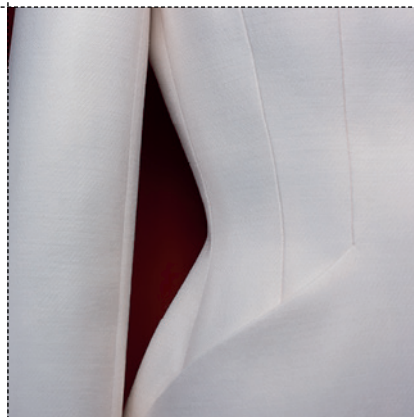
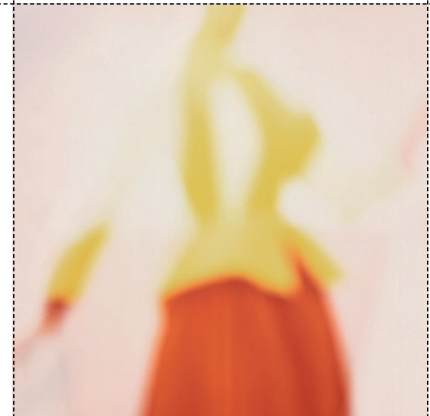
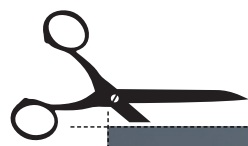
Lay all the images face down. If the player flips a pair of identical pictures, she wins the pair and plays again, and so on. The winner is the one with the most pairs.

This matching game explores the memory of the House while challenging yours. Over the course of the game, discover 30 Avenue Montaigne icons, from the emblematic *J'adore* bottle to the ravishing Dior red, from the sculptural *Bar* jacket – epitomizing the New Look – to the signature bee, a tribute to the *petites mains* to which Monsieur Dior likened them. From the enchantment of a jewel to the grace of the lace trimming a bodice, the Dior art of detail is revealed through captivating photographs celebrating the creative passion and savoir-faire excellence of the ateliers.

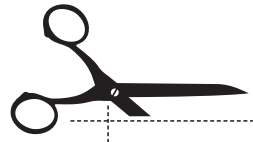
NOW IT'S YOUR TURN TO PLAY AND DREAM!



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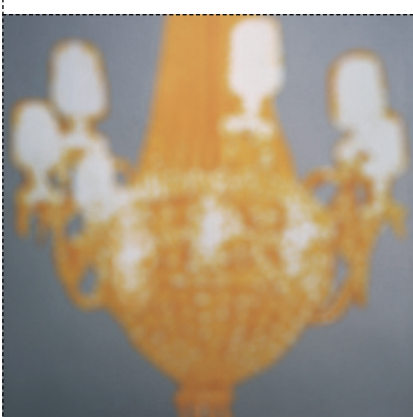
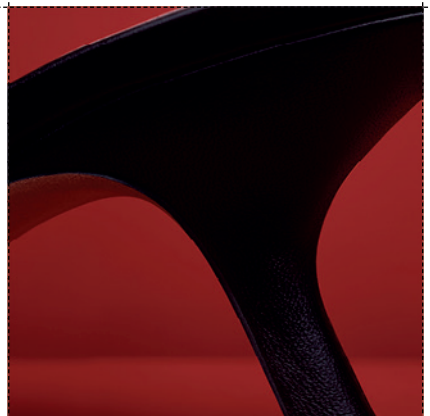
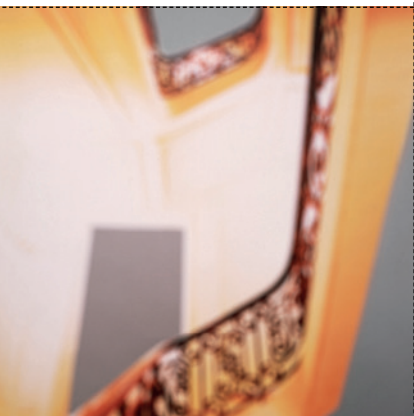
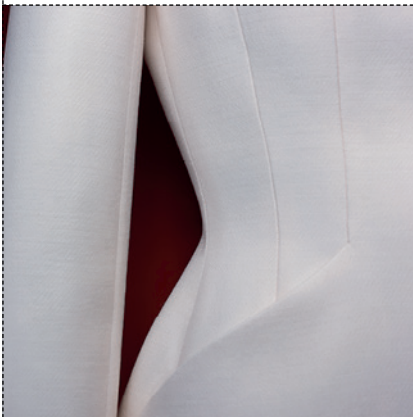
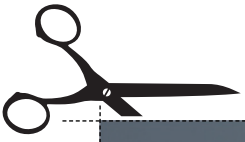


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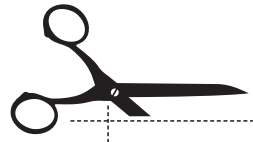




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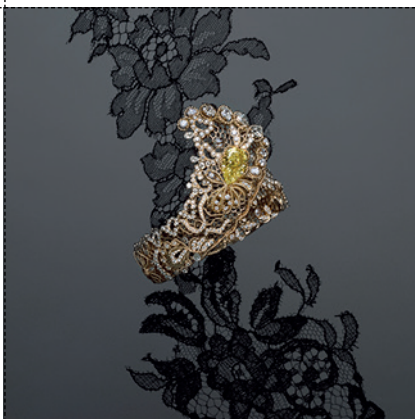
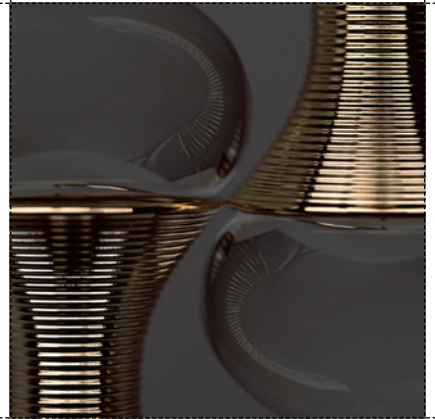
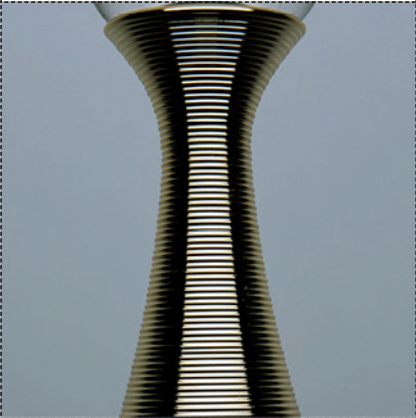
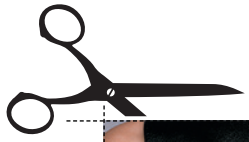


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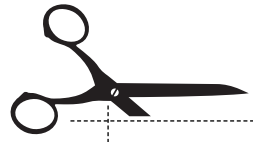


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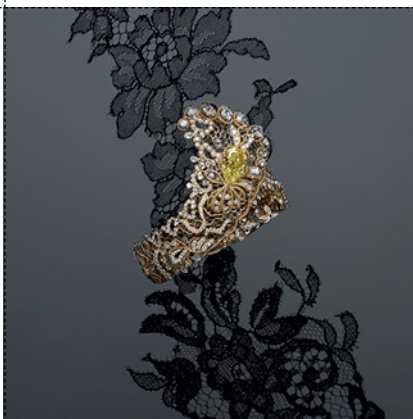
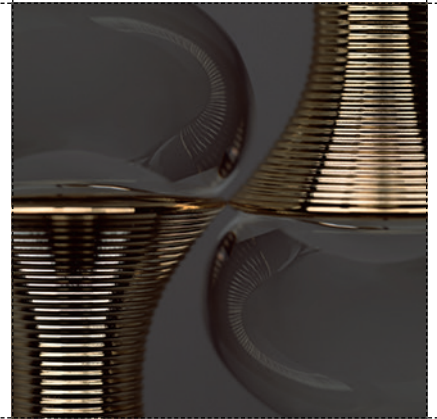
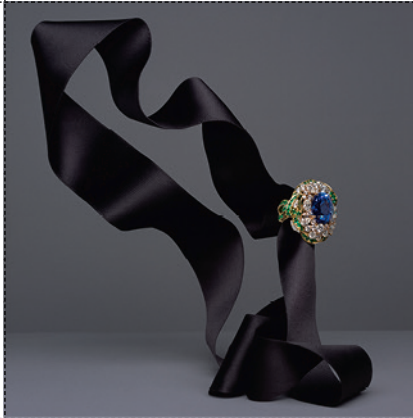
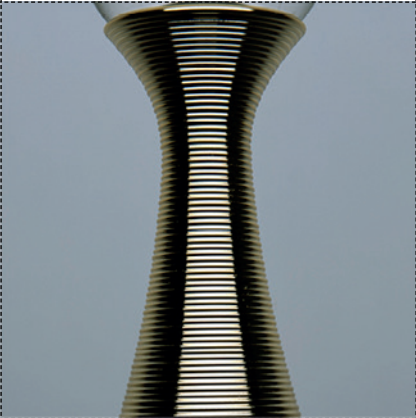
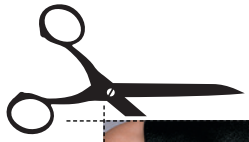




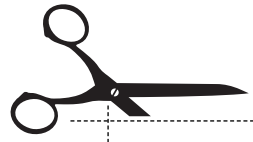
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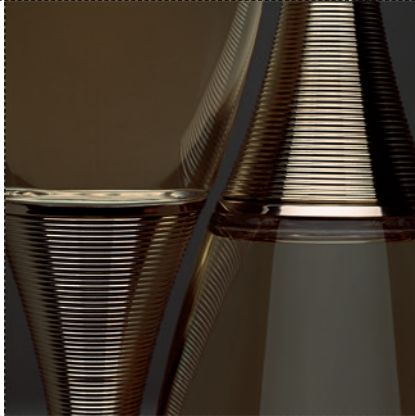
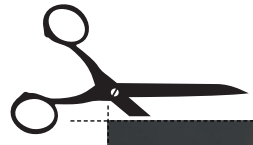


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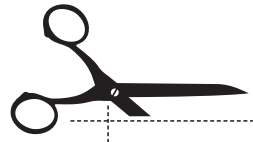




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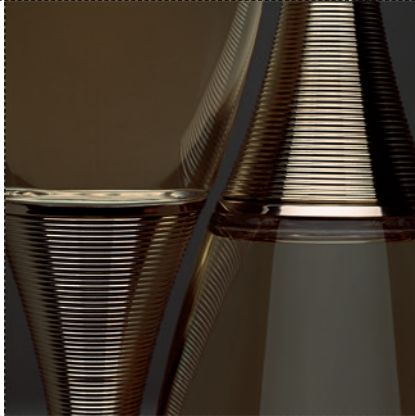
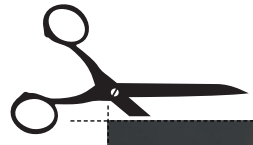


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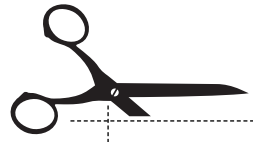


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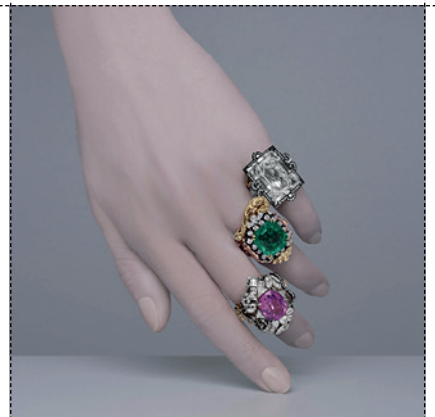
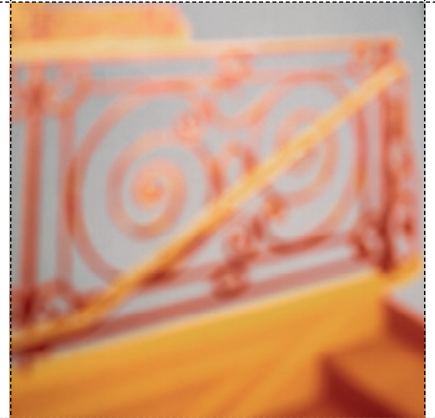
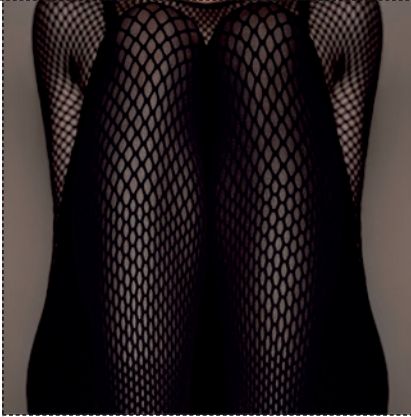
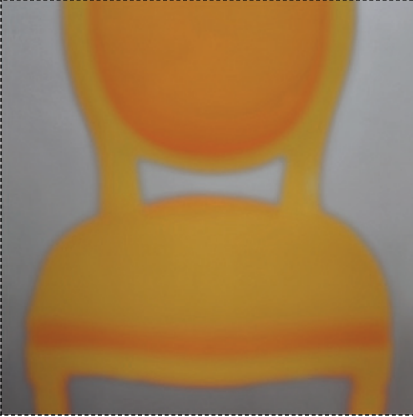




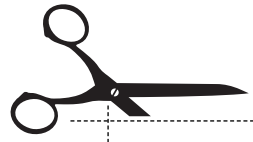
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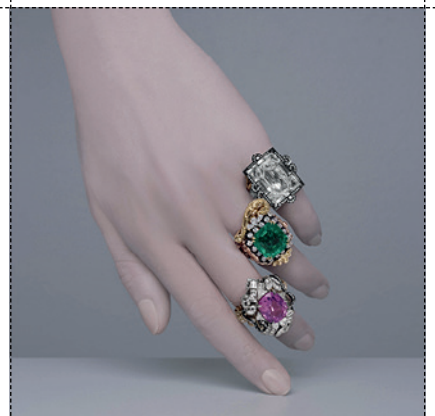
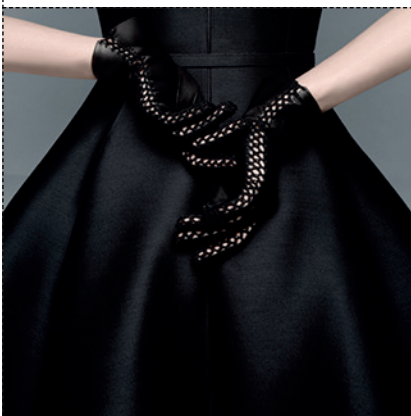
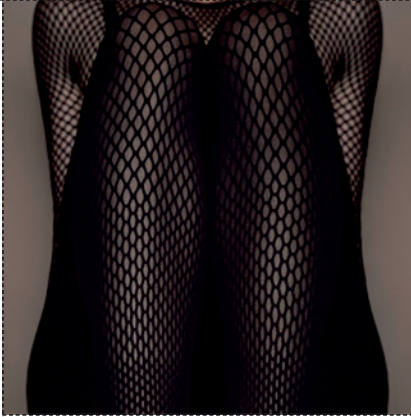
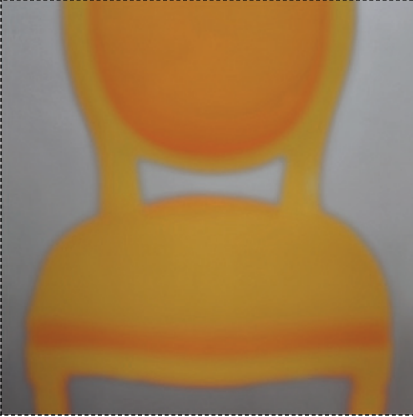


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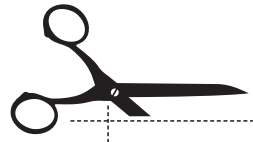




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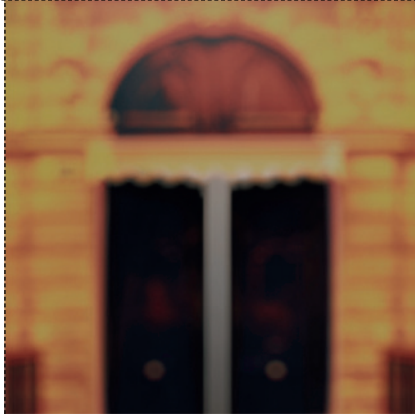


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# BRIGITTE NIEDERMAIR

A SINGULAR TAKE ON FASHION

Her portraits and still lifes with their refined sense of grace are instantly recognizable, and have captured some of the most iconic Dior signatures. Both photographer and House friend, Brigitte Niedermair creates images with a magnetic, almost hypnotic mystery, in which time seems to stand still, blurring the points of references and boundaries between the arts. *"A novel by Stendhal or a work by Matisse could be enough to inspire a photo. Beauty is born of beauty,"* she explains. Initially passionate about painting, she moved to photography, a discipline which, in her words, provides an essential *"attachment to life"*. On this subject, she notes: *"Photography is my freedom, my wings for flying over the world, for knowing and loving it."* Through her campaigns for the Dior women's collections, she records and celebrates the art of detail to better honor the virtuosity of the savoir-faire contained in the ateliers. She extracts and distills the quintessence of each look, and highlights the timeless modernity of the icons. *"Fashion is a dialogue with life,"* she says. Her vision is more powerful and profound than ever, underlining her commitment to sublimating the beauty of women.