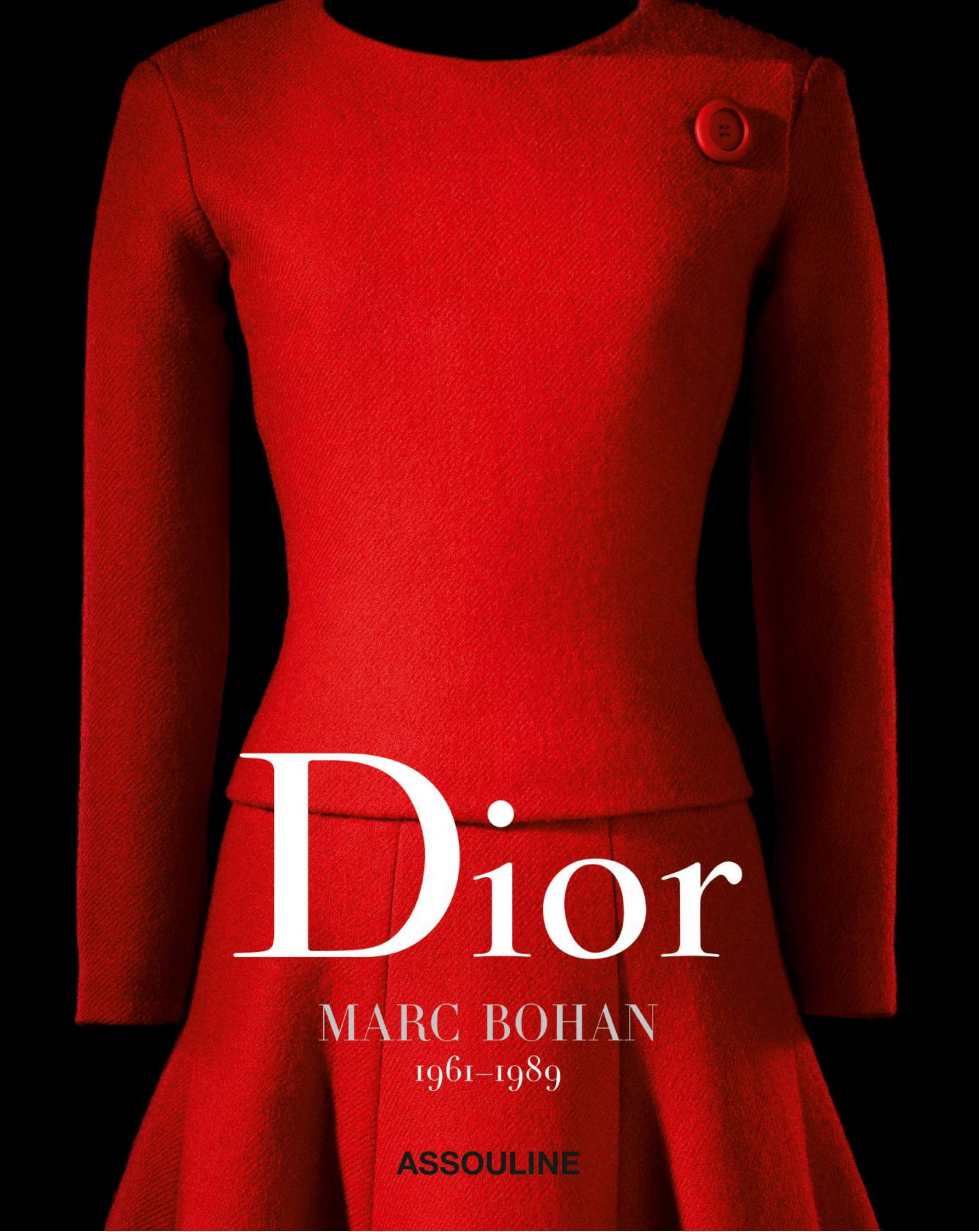


A full-length photograph of a red, long-sleeved, form-fitting dress with a flared skirt. The dress is displayed against a black background. A single red button is visible on the upper left shoulder. The text 'Dior' is overlaid in large white letters across the lower half of the dress.

Dior

MARC BOHAN

1961–1989

ASSOULINE

Dior

MARC BOHAN

1961 - 1989

Texts by Jérôme Hanover
Photography by Laziz Hamani

ASSOULINE



D*ior by Marc Bohan*, published by Assouline, is the third in a series of seven books devoted to the designers who succeeded each other at the head of the House. Available from April, the book looks back on three decades of Dior history. This rich heritage is recounted by the writer and journalist Jérôme Hanover and documented by hundreds of images of dresses shot by Laziz Hamani along with archival photographs.

The descriptive portraits of a selection of forty creations reveal the inspirations, universe and personality of Marc Bohan, with whom the author met numerous times, to tell the story of the longest relationship between a designer and the house of Dior. In the spring of 1957 Christian Dior offered Marc Bohan a position working for him. At that time, the designer already had an assistant, Yves Saint Laurent, so he intended entrusting him with his New York couture outpost. But fate had decided otherwise.

After the death of Christian Dior and following an experience across the Channel, during which he jolted the habits of the English clients, on September 28, 1960, Marc Bohan became the House's third Creative Director. In 1961, as a result of his first autumn-winter collection dubbed the Slim Look, he ushered in the era of women dressed in an unhindered manner. *"The silhouette is supple, slim, the shoulders are natural, the waist sinuous, the hips are very flat. The skirts flare gently in an alert movement and stop just below the knee,"* the collection's press release noted.

The couturier Marc Bohan at a press conference on September 28, 1960, on his arrival at Dior. © Rue des Archives/AGIP/Bridgeman Images.

Over the course of three decades, from 1961 to 1989, Marc Bohan established close links with the world of the arts and the most famous personalities of the time, including the artist Niki de Saint Phalle. His fondness for faraway cultures enabled the designer to infuse the House with this particular spirit of discovery and freedom, without ever losing sight of his objective: *"To make sophisticated clothes simply, with a touch of insolence every now and then."*

* *"Marc Bohan/Dior: l'après-New Look", Le Jardin des Modes, July-August 1983.*

Editor : Assouline

Format : 30 x 37 cm

496 pages

Versions : French and English

Publication date: April 2018

“Elegance is simplicity
in refinement.”

MARC BOHAN



I 96 I
I 969

Green Park day dress in scarlet wool, Haute Couture Autumn-Winter 1961, *Charme 62* collection. Dior H ritage collection, Paris. (1987.117). Photo   Laziz Hamani





Rosine short dress in ivory silk gabardine (detail, opposite), Haute Couture Autumn-Winter 1961, Charme 62 collection. Musée Christian Dior collection, Granville. (1989.1.9)
Photo © Laziz Hamani

Tunic dress in cotton embroidered with silver thread, beads, and blue and pink paillettes,
Haute Couture Spring-Summer 1966. The Metropolitan Museum of Art collection,
New York. Gift of Baron Philippe de Rothschild, 1983 (1983.619.4)
Photo © Laziz Hamani





Evening dress in white and red cotton gabardine, Haute Couture Spring-Summer 1966. FIDM Museum at the Fashion Institute of Design & Merchandising collection, Los Angeles. Gift of Mrs. Alfred Bloomingdale (77.116.5AB). Photo © Laziz Hamani

Right: Trapeze-style dress in black cotton canvas, Haute Couture Spring-Summer 1969. Dior Héritage collection, Paris. (2016.268). Photo © Laziz Hamani

Next pages: Short trapeze dress in white cotton embroidered with multicolor paisley motifs, Haute Couture Spring-Summer 1969. Musée des Arts Décoratifs collection, Paris. Legacy of Mr. Georges, in memory of the Duchess of Windsor, 1986 (56959). Photos © Laziz Hamani









1970
1979

Afternoon dress in orange wool jersey, Haute Couture Spring-Summer 1972. Dior Heritage collection, Paris. Gift of HRH the Duchess of Windsor (1987.153).
Photo © Laziz Hamani

Evening ensemble in scarlet silk taffeta and silk jersey, Haute Couture Autumn-Winter 1976. FIDM Museum at the Fashion Institute of Design & Merchandising collection, Los Angeles. Gift of Mrs. Alfred Bloomingdale (S2006.116.26AB). Photo © Laziz Hamani





1980
1989

Evening dress in yellow silk gazar, Haute Couture Spring-Summer 1983. FIDM Museum at the Fashion Institute of Design & Merchandising collection, Los Angeles. gift of Mrs. Alfred Bloomingdale (2006.116.1B/B). Photo: © Laziz Hamani

Evening ensemble in red and blue satin with *trompe-l'œil* collar, embroidered with a floral motif in red paillettes and black beads, Haute Couture Spring-Summer 1983. FIDM Museum at the Fashion Institute of Design & Merchandising collection, Los Angeles. Gift of Mrs. Alfred Bloomingdale (2010.116.2AB). Photo © Laziz Hamani.





Evening ensemble in black velvet embroidered with gold, metallic gray, and black paillettes, embellished with cockerel feathers at the waist, Haute Couture Autumn-Winter 1986. Palais Galliera, City of Paris Fashion Museum collection. Gift of Christian Dior (GAL1987.237.1AB). Photo © Laziz Hamani

JÉRÔME HANOVER

J Jérôme Hanover is a writer specializing in the luxury lifestyle sector. He was editor in chief of *Double*, and jewelry and watch editor for *L'Officiel*, and he has written for *Mixte*, *Air France magazine*, and *Le Figaro*, among other publications. Previously he wrote *Dior Fine Jewellery* and *Dior Perfume* for Assouline (2012).

LAZIZ HAMANI

A curious and eclectic dreamer, self-taught photographer Laziz Hamani is constantly evolving and challenging himself. Of Berber ancestry, Hamani was born and lives in Paris. Passionate about creating beautiful images, his life is defined by a constant search for aesthetics and meaning. He has worked with prestigious luxury brands and he has collaborated with Assouline Publishing on more than twenty titles. From the finest details of high jewelry to the purity of minimalist design, Hamani aims to bring the viewer into dialogue with the image, to evoke power and beauty through his unique simplicity.

The seven volumes of the series
devoted to each designer
of the house of Dior.

Christian Dior

Christian Dior

Christian Dior

Christian Dior

Christian Dior

Christian Dior

Christian Dior

Dior



MARIA GRAZIA CHIURI 2016–

RAF SIMONS 2012–2015

JOHN GALLIANO 1997–2011

GIANFRANCO FERRÉ 1989–1996

MARC BOHAN 1961–1989

YVES SAINT LAURENT 1958–1960

CHRISTIAN DIOR 1947–1957

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