

## A HISTORICAL AND STYLISTIC STUDY OF THE CHRISTIAN DIOR BRAND

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**Abstract:** This article examines the historical stages of the formation and development of the Christian Dior brand, as well as its influence on the global fashion industry. It analyzes the distinctive features of the brand's stylistic direction, key elements of its design concept, and the evolution of its fashion collections. Particular attention is paid to the creation of the "New Look" style, which became a symbol of post-war fashion in the 20th century. The study reveals the brand's importance in shaping the aesthetic principles of haute couture, as well as the influence of the House of Dior's creative legacy on contemporary fashion design.

**Keywords:** fashion, haute couture, Christian Dior, New Look, historical and stylistic analysis, brand, clothing design, style, silhouette, haute couture, fashion industry, French fashion.

Fashion is an important part of humanity's cultural and artistic heritage. Changing fashion trends reflect the social, economic, and aesthetic processes of society. Christian Dior is considered one of the most influential brands in the global fashion industry, having had a profound impact on the development of haute couture in the 20th and 21st centuries. The brand's history exemplifies the harmonious blend of traditional French elegance and innovative design solutions.

The House of Dior was founded by French fashion designer Christian Dior in 1946 in Paris. The designer's very first collection revolutionized the fashion world and marked a new stage in the development of women's clothing. The "New Look" style created by Dior changed notions of femininity, luxury, and elegance. With his first collection released in 1947, Christian sensitively captured the mood of the time and created an incredibly feminine and luxurious collection. His clothes emphasized the waist, hips, and bust of young women. Women, accustomed to rough men's clothing and the title of "combat girlfriend" during the war, were finally able to reclaim their lost femininity. The collection was dubbed "New Look." This fashion innovation was embraced not only by France but throughout Europe. This is precisely why Dior became a household name almost immediately after the release of its first collection. This success encouraged Christian to continue his work, and in 1948, he opened a boutique in New York. In 1949, the designer licensed accessories, bags, and furs under his own name [1].

Cinema played a special role in spreading the Dior aesthetic. As early as the 1950s, Dior clothing was actively used in films, and world-class actresses became the embodiment of the brand's style. Celebrities such as Marilyn Monroe, Grace Kelly, Sophia Loren, and Elizabeth Taylor wore Dior designs. Thanks to cinema, the Dior style became associated with luxury, aristocracy, and the ideal of feminine beauty. Hollywood played a significant role in popularizing the brand and transforming Dior into an international cultural icon.

In the following decades, Dior's engagement with the film industry continued to intensify. The brand's costumes were used in feature films, advertising campaigns, and photo projects. Contemporary Dior collections are also actively linked to the visual culture of cinema, as the brand collaborates with world-class actresses and directors. Natalie Portman, Jennifer Lawrence, Charlize Theron, and many other representatives of the global film industry have served as Dior



ambassadors. Through cinema, the brand shapes contemporary notions of status, beauty, and the aesthetics of luxury culture [2].

In his first show, the designer showcased clothing with a completely new concept for the time. Models wore dresses, skirts, and jackets that accentuated the waist, hips, and bust. The outfits were incredibly feminine, something sorely needed in a country fresh from war (Fig. 1).



**Fig. 1. Women in Dior dresses**

The main characteristics of the new style were elegance, sophistication, and an emphasized femininity. Particular attention was paid to creating the perfect silhouette, which made the figure more graceful and harmonious.

Accentuated skirt line - Skirts became more expressive and voluminous, emphasizing the fluidity of movement and the grace of gait. The length and cut were chosen to emphasize the slenderness of the figure and impart a noble air [3].

Rounded shoulder line - Sharp and strict shapes gave way to soft, flowing contours. The shoulder line made the silhouette more natural and refined, emphasizing the fragility and elegance of the woman.

Feminine "hourglass" silhouette - the main ideal became a figure with a thin waist and smooth hips and bust. This silhouette created a harmonious and refined image, considered a symbol of beauty and femininity. Particular emphasis was placed on the use of luxurious fabrics and decorative elements. Collections prominently featured silk, satin, velvet, organza, and lace, emphasizing the status and sophistication of the garments. Outfits were adorned with embroidery, beading, bows, draperies, and other decorative details, enhancing the sense of luxury and individuality. All this made the style not only elegant but also artistically expressive.

After Christian Dior's death in 1957, leadership of the fashion house passed to the young designer Yves Saint Laurent, who continued the brand's development while preserving its artistic traditions. Subsequently, many renowned designers became creative directors of Dior, including John Galliano, Raf Simons, and Maria Grazia Chiuri [4].

One of the key characteristics of the Dior style is its emphasis on femininity and the grace of the figure. Following the emergence of the famous "New Look" created by Christian Dior in 1947, the brand became a symbol of an elegant and romantic feminine



image. Dior collections place special emphasis on creating an hourglass silhouette, which accentuates a slender waist, soft hips, and soft shoulders. To achieve this effect, the following are used:

- Corsets and internal structural elements;
- Fitted jackets;
- Wide, flared skirts;
- Draped and layered fabrics;
- Flowing tailoring.

At Dior, femininity is expressed not only in the shape of the garments but also in the overall aesthetic. The brand's collections convey sophistication, refinement, and nobility, creating the image of a confident and elegant woman.

Another key characteristic of the brand is its architectural approach to clothing creation. Dior designs are distinguished by complex construction, clear lines, and meticulous proportions. Many pieces resemble works of architectural art thanks to the precise modeling of form and attention to detail.

Dior designers pay close attention to:

- Balance of volumes;
- Geometry of the silhouette;
- Fabric flexibility;
- constructive lines;
- complex modeling techniques.

The architectural quality is particularly evident in the Bar Jacket, a symbol of the House of Dior. Its construction creates a distinctive silhouette with a defined waist and sharply defined shoulders. This approach demonstrates the high level of couture craftsmanship.

Furthermore, many Dior collections combine classic shapes with modern, experimental solutions, allowing the brand to remain relevant across different historical periods [5].

Dior's color palette is distinguished by its harmony and sophistication. The brand uses both classic neutral shades and rich accent colors. Key colors include:

- black;
- white;
- beige;
- gray;
- red;
- dark blue;
- pastel shades;
- gold and silver tones.

Black and white are considered the foundation of Dior's elegant style, symbolizing sophistication and nobility. Red is used to create vibrant accents and express the emotionality of the look. Pastel shades lend a soft, romantic, and feminine touch to the collections.

Furthermore, contemporary Dior collections often feature unusual color combinations, metallic effects, and gradients, merging the brand's classic traditions with current fashion trends [6].

Thus, the Christian Dior color palette plays a vital role in shaping the brand's aesthetic concept and is a key element of its artistic style. The harmonious combination of classic neutrals and expressive accent colors creates looks characterized by elegance, sophistication, and emotional expressiveness.



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