



PRESS RELEASE

•Dior, the Bohan years. Three decades of styles and stars (1961-1989)•

From May 1 to September 20, 2009 at the Christian Dior Museum, Granville

At Granville, within the setting of the •Les Rhumbs• villa, from May 1 to September 20, 2009, the Christian Dior Museum is paying tribute to Marc Bohan, the artistic director of the House of Dior from 1961 to 1989, with a temporary exhibition offering an opportunity for the very first time to rediscover the world of this designer, evoking the famous stars who used to visit the salons of Avenue Montaigne, in Paris.

The •Dior, the Bohan years. Three decades of styles and stars (1961-1989)• exhibition thus evokes almost 30 years of Marc Bohan's designs for Christian Dior, and brings together some of the House's most illustrious clients: **Princess Grace of Monaco, Jackie Kennedy, Princess Soraya, Sophia Loren, Olivia de Havilland, Princess Margaret, Elizabeth Taylor, Brigitte Bardot, Michèle Morgan, Empress Farah of Iran, Isabelle Adjani, Sylvie Vartan, Lauren Hutton, Maria Callas, etc.**

On this occasion, **the Principality of Monaco** has specially granted the Christian Dior Museum **the exceptional loan of dresses created by Marc Bohan for Princess Grace.**

Moreover, **the exhibition also features a number of Marc Bohan's great artistic collaborations.** These include, for example, **Dominique Issermann's photographs** for Dior, which will be shown in the original scenographic device of a •theatre of images•, or **René Gruau's legendary designs** for Dior fragrances, which will be brought together in the villa's winter garden.

Through **a collection of more than 60 •haute couture• designs** accompanied by couture accessories and perfumes, displayed alongside furniture and design objects, **the exhibition allows visitors to appreciate the changes in lifestyle, design and elegance** that occurred from the sixties to the end of the eighties **both at the heart of the villa's interior spaces and in its gardens.**

This summer 2009, the spirit of the Bohan years for Dior is infusing Granville and the ðLes Rhumbsö villa.

The Christian Dior Museum in Granville

The Christian Dior museum is situated at the heart of the ðLes Rhumbsö villa, the famous couturier's childhood home. A site of memory whose sophistication and gardens evoke the ambience and lifestyle of the early 20th century, the Christian Dior Museum offers an annual temporary exhibition presenting the House of Dior's designs based on a particular theme and, more generally, through the relationship between art and fashion.

The garden remains open to the public free of charge and offers a projection program for films including Christian Dior runway shows with unrestricted access to complete the exhibition visit.

Museum opening hours

Open every day from 10 am to 6.30 pm

Admission price

Individual rate: þ 6, free for children under 12 years old, concessions: þ 4 (handicapped visitors, jobseekers, students)

Group rate: þ 3 (from 20 people; one free admission per group of 20)

Olfactory journey

ðJourney through the greatest Christian Dior fragrances of the 60s, 70s and 80sö. As an extension of the exhibition, the museum's garden will offer visitors an olfactory journey through these three decades.

Fragrance workshops

Workshops suitable for young and old alike will provide an initiation into the art of perfumery, from the creation of the fragrance to bottling.

From June, sessions every Wednesday afternoon, at 3, 4 and 5 pm for small groups (max 10 people). **Reservations essential.**

Events:

Museum Night, May 16, 2009 from 8.30 to 11.30 pm.

Garden days on June 5, 6 and 7, 2009. (perfume workshops held at 3, 4 and 5 pm)

National Heritage Days, September 19 and 20, 2009