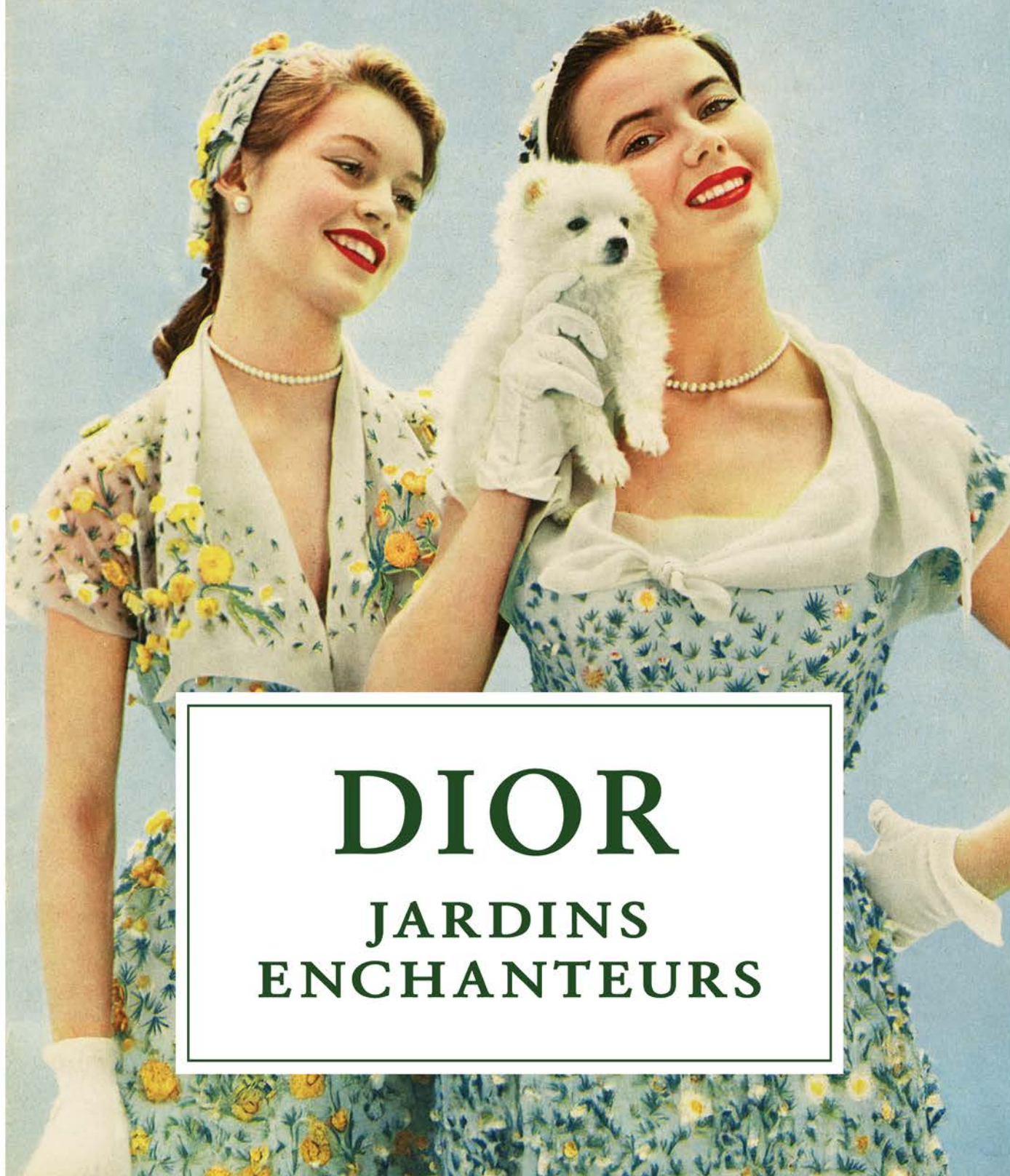


MUSÉE CHRISTIAN DIOR

GRANVILLE



DIOR

JARDINS ENCHANTEURS

Robes Vilmorin et Andrieux, collection Haute Couture printemps-été 1952, portées par Brigitte Bardot et Sylvie Hirsch en couverture du magazine ELLE © Jean CHEVALER / ELLE France

Exposition — 12 avril / 2 novembre 2025

DIOR

ENCHANTING GARDENS

PRESS KIT

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DIOR

ENCHANTING GARDENS

Since 1997, the year that the Christian Dior Museum opened to the public in the couturier's childhood home, the Présence de Christian Dior association has been organising themed exhibitions showcasing his creations and those of his successors. More than twenty years after the *Dior, in the garden* exhibition in 2001, gardens are once again in the spotlight. Essential in Christian Dior's life, they were also a major source of influence for the couturier in terms of fashion and perfumes alike.

It is now the turn of Maison Dior's current artistic directors – Maria Grazia Chiuri for the women's collections, Kim Jones for the men's collections and Francis Kurkdjian, Perfume Creation Director – as well as the designers of accessories, jewellery and tableware to embrace the garden theme, interpreting it with talent, elegance and imagination. 120 years after Christian Dior's birth in Granville, looking back at the garden of his childhood through the lens of his creations and those of his successors, thanks to generous loans from Maison Dior and public and private lenders, is an excellent opportunity to celebrate a designer who saw himself as much perfumer as couturier.

Brigitte Richart, curator of the Christian Dior Museum and general curator of the exhibition
Barbara Jeauffroy-Mairet et Vincent Leret, scientific curators



1. Christian Dior drawing in Milly-la-Forêt, circa 1954
© Eugène Kammerman / Gamma Rapho

THE GARDEN WHERE IT ALL BEGAN

GROUND FLOOR

The Granville Garden, a protective setting

The very first garden to leave an impression on Christian Dior was the one in Granville where he took his first steps. In his mind, it was intricately associated with his mother, Madeleine Dior, who took great care over its layout and had a winter garden added to the villa where she could indulge her love of plants all year round. She was assisted by her son, who would design the fishpond beside the pergola, as well as the furniture. In addition to period photographs of the Dior family in their garden, the conservatory presents never-before-seen illustrations created by the illustrator Coline Colline for the exhibition. Inspired by the latest research on the history of the Dior family's garden, she has created images imbued with poetry, conducive to contemplation of the garden itself.



2. Pergola in the garden of the villa *Les Rhumbs* and its reflecting pool, autochrome glass plate 1930 by Marcel Vasseur.
Christian Dior Museum Collection, Granville



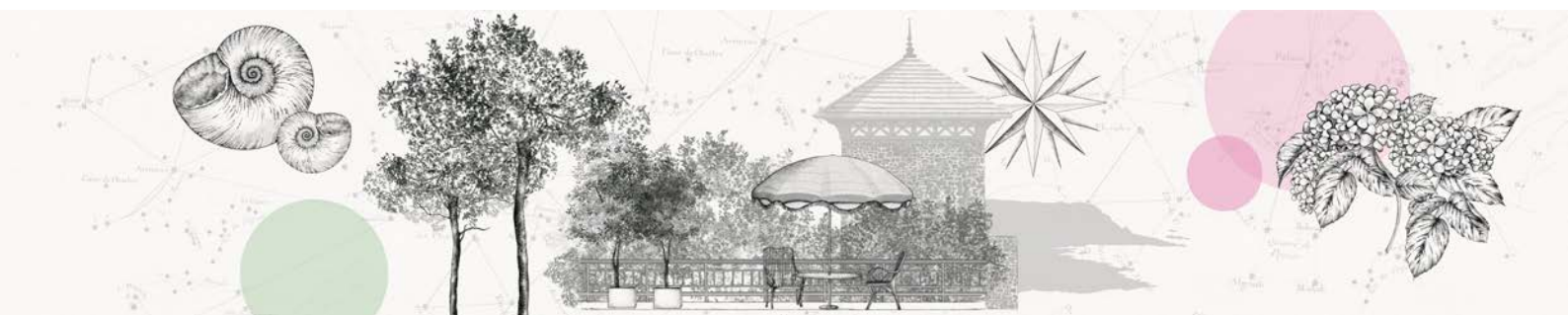
3. South-west facade of the villa *Les Rhumbs*, autochrome glass plate, 1930 by Marcel Vasseur.
Christian Dior Museum Collection, Granville



4. Portrait of Lucien Dior by Léon Carré
© Antoine Cazin, la Fabrique de Patrimoine en Normandie

The Dior factories, an industrial success story

As a child, Christian Dior disliked the industrial world embodied by his father, who ran fertilizer plants factories with his cousin Lucien. In his father's old office, evidence of the scale and success of this activity can be seen in the creation of promotional images on posters, advertising school blotters and a promotional truck branded with the Dior factories' logo. The logo and motto ("L'union fait la force") were taken up a few decades later by Dior's designers, who used them on clothes and accessories for the Autumn-Winter 2022 ready-to-wear collection, in reference to Maurice and Lucien Dior's industrial activity.



5. Drawings by Coline Colline
based on the study by ALEP paysagistes, 2025
© Coline Colline



6. *Passage 27*, Christian Dior by John Galliano
Haute Couture autumn-winter 2010 collection
Dior Heritage Collection, Paris
© Laziz Hamani

The Belle Epoque, from Granville to Paris

As a nod to the couturier's youthful years, his successors dreamed up designs inspired by the *Belle Epoque*, the peaceful and prosperous early 20th-century period which Christian Dior would remember as '*happy, full and carefree days when everything was about enjoying life*'. John Galliano's Autumn Winter 2005 collection, created for the centenary of the couturier's birth, revisits this blessed period. It is embodied by the '*Ginette*' model in shades of gray, one of Christian Dior's signature colors. The *Portrait of a woman in a pink dress* (1905) by Antonio de La Gandara (Royal Castle of Blois collection), which this theme, exemplifies the close relationship between art and fashion that the couturier from Granville never ceased to cultivate.



7. *A woman in a pink dress*,
by Antonio de La Gandara
Oil on canvas, first quarter of the 20th century
Collection Royal Castle of Blois collection/
© François Languinie

Described by critics as the painter of feminine elegance, Antonio de La Gandara (1861-1917) specialized in portraits of Parisian society women, devoting himself to depicting their outfits to the point of sometimes accompanying them to their designers to make their choice. This *portrait of a woman in a pink dress* from 1905 represents Mademoiselle Lorrin, actress and friend of Marcel Proust. One critic described it as "*more a portrait of a pink dress, and a stunning one at that*".

"Fur wraps, Boldini-style gestures; flames of paradise and amber necklaces, in the manner of paintings by La Gandara and Caro Delvaille, this is the only conscious memory I have of the fashions of yesteryear in what I most admired of them."



8. Catalogue of Vilmorin-Andrieux & Cie, 1912
Dior Heritage Collection, Paris
© Rights reserved

Christian Dior, the budding gardener

When the Dior family decided to move to Paris in 1911, Christian Dior was inspired by women's perfume, such as the one worn by a strange marchioness that hung in the air at his parents' townhouse in Paris, or the lingering scents of the elegant sitters for the portrait painters Giovanni Boldini, Antonio de La Gandara and Henry Caro-Delvaille. Was it not in the Granville garden, where the floral fragrances mingled with the salty sea spray, that this awakening of the senses was first sparked?

The models in the Autumn-Winter 2010 collection, a true "garden of fashion", recall the floral inspiration originally drawn from Granville and cultivated by successive artistic directors of the House of Dior. A few decades earlier, Christian Dior named two dresses in the 1952 spring-summer collection with the names Vilmorin and Andrieux, reminiscent of his childhood reading, the catalogues of the famous Parisian seed merchant, which he preferred to those of any other novel. These two models, nowadays very rare, embroidered with daisies and buttercups, are brought together for the first time in an exhibition thanks to an exceptional loan from a private collector.



9. *Andrieux and Vilmorin*, Christian Dior,
Haute Couture collection, spring-summer 1952
Private collection
© Laziz Hamani



10. Dresses *Andrieux* and *Vilmorin*, Christian Dior, Haute Couture collection spring-summer 1952, worn by Brigitte Bardot and Sylvie Hirsch. Private collection
© Jean Chevalier / ELLE France

‘As my mother passed on to me her love of flowers, I particularly enjoyed being around plants and gardeners. This appreciation even influenced my reading choices and, apart from a few books that marked my childhood, what I liked most of all was to learn off-by-heart the names and descriptions of flowers in the colour catalogues of the Vilmorin-Andrieux brand [famous Parisian seed producer]’.



11. Sketch of the *Andrieux* model, Christian Dior, Haute Couture collection spring-summer 1952. Dior Héritage Collection, Paris
© Christian Dior



12. Sketch of the *Vilmorin* model, Christian Dior, Haute Couture collection spring-summer 1952. Dior Héritage Collection, Paris
© Christian Dior

THE PERFUMES OF MR DIOR

FIRST FLOOR

Closely linked to gardens and its scents, the world of Dior perfumes is also intimately interwoven with the fashion world. Christian Dior's passion for gardens, his relationship with the south of France and close friendships set him apart from other couturier-perfumers. The story of Christian Dior's historic perfumes is shaped by that of the four iconic, founding perfumes: *Miss Dior* (1947), *Diorama* (1948), *Eau de Cologne Fraîche* (1955) and *Diorissimo* (1956).



13. Christian Dior and Serge Heftler-Louiche pose in front of the *Miss Dior* amphoras, 1956. Christian Dior Parfums Collection, © Rights reserved



14. Edition of *Miss Dior* eau de toilette, and its houndstooth box, 1948. Christian Dior Parfums Collection © Laziz Hamani

Christian Dior presents *Miss Dior*, his first perfume

Miss Dior, created in 1947 by Paul Vacher, was above all a venture among family and friends, involving Serge Heftler-Louiche, a friend from Granville and founding president of Christian Dior Parfums, and Catherine Dior, Christian Dior's beloved sister. The perfume *Miss Dior* distills a repertoire of forms and motifs like the houndstooth pattern, the Fontanges bow and the Louis XVI Revival medallion that have become 'hallmarks' of Maison Dior.

The swan, chosen for its elegance and symbolism, is the original image of *Miss Dior* created by illustrator René Gruau, who created his first advertising visual.

Originally a perfume, *Miss Dior* became a line, a given name for models, including the dress designed by Maria Grazia Chiuri in 2021 for the actress Natalie Portman, muse of Parfums Christian Dior, presented in majesty in Catherine Dior's childhood bedroom.



15. *Cygne noir*

Short sleeveless reception dress in black silk faille, V-neck adorned with black ostrich feathers, embellished with a large bow in the same fabric at the point of the neckline

Christian Dior, Haute Couture collection autumn-winter 1957-1958, *Fuseau* line

Christian Dior Museum Collection, Granville

© Benoit Croisy, coll. Town of Granville

Diorama

Diorama, the second perfume created in 1949 by Edmond Roudnitska for Christian Dior Parfums, conjured up the dioramas of the *Belle Époque*, the first projected shows at the turn of the 20th century.

A favored exhibition in natural history museums since the 19th century, the ‘diorama’ designed for this exhibition naturally serves as a refined setting for accessories, jewelry, perfume bottles, shoes and tableware with botanical and horticultural references. In a vast cabinet of curiosities, heritage collections and contemporary creations on the theme of the garden are brought together, alongside the garden itself.



16. *Diorama* obelisk bottle, luxury edition in Pochat du Courval glass, 1948. Christian Dior Museum Collection, Granville
© Laziz Hamani

In 1948, Christian Dior Parfums launched its second fragrance, *Diorama*, created by Edmond Roudnitska. Sensitive to history and classic bottle design, Christian Dior took the shape of the Concorde obelisk, which he admired daily. Made from Baccarat clear crystal, the bottle recalls the couturier’s immediate surroundings. Sensitive to the dioramas of his childhood, Christian Dior’s exceptional bottle recreates a personal and intimate landscape shared by all Paris lovers.

Eau Fraîche, seaside vibes

The couturier’s personal cologne, *Eau de Cologne Fraîche* created by Edmond Roudnitska in 1955, captured the seaside vibes that he so enjoyed with his family each summer in Granville. Images of Christian Dior and his youthful friends on the beach at Plat Gousset or on the Chausey Islands are matched by seaside-inspired outfits and accessories such as those in the Spring-Summer 2020 collection designed by Maria Grazia Chiuri.



17. *Eau de Cologne Fraîche* bottle, clear glass and black fabric bow, 1955. Christian Dior Parfums Collection
© Laziz Hamani

L’Eau de Cologne Fraîche is a unisex fragrance that Christian Dior quickly adopted on a personal level. Sensitive to the seaside bathing aesthetic and the rattan furniture of tennis and golf clubs, Christian Dior chose a wicker pattern to adorn the flask-like perfume bottle. For the exceptional edition of this fragrance, he humorously recaptured the style of the wicker-clad demijohns made to preserve the fragrance’s freshness.



18. *Eau de Cologne Fraîche* display. Christian Dior Collection
© Rights reserved



19. The perfume counter at the Christian Dior boutique, avenue Montaigne in Paris, in 1955
© Rights reserved

Diorissimo

The perfume *Diorissimo*, created by Edmond Roudnitska in 1956, was associated with the pink and grey façade of the villa *Les Rhumbs* and to Christian Dior's childhood memories. The world of *Diorissimo* naturally takes its place in the child's bedroom.



20. Perfume *Diorissimo*, Baccarat crystal bottle with stopper decorated with roses. Christian Dior Parfums Collection
© Laziz Hamani

Diorissimo, Christian Dior's favorite fragrance, is conceived around lily of the valley, to which Christian Dior is devoted. A mute flower in perfumery, it takes all the genius of perfumer Edmond Roudnitska to reconstitute one by one the olfactory facets of this lucky flower. Sensitive to this technical exercise, Christian Dior designed the *Diorissimo* bottle's floral stopper, created by Baccarat, using some of the plants present in the perfume.

THE DESIGNERS' SECRET GARDEN

SECOND FLOOR

In the loft room on the top floor, Christian Dior's favourite when he was a child, Maison Dior's current artistic directors are given pride of place. They each tend to their garden in their own way, incorporating nature into their designs.

Maria Grazia Chiuri, artistic director of the women's collections, Kim Jones, artistic director of the men's collections, Francis Kurkdjian, Perfume Creation Director, Stephen Jones, Dior's milliner, Victoire de Castellane, artistic director of Dior Joaillerie, Cordelia de Castellane, artistic director of Baby Dior and Dior Maison, and Peter Philips, Creative and Image Director of Christian Dior Makeup: today's designers are tireless in revisiting Christian Dior's gardens, from Granville and Montauroux to Milly la Forêt. Kim Jones' gardener's outfits from the Spring-Summer 2023 collection thus create a dialogue with the dresses adorned with scattered pansies and wild roses from Maria Grazia Chiuri's Spring-Summer 2017 collection, the floral-tone make-up palettes with the hairpieces created by Stephen Jones, and the jewelry pieces with the flower-embroidered Lady Dior bags.

The exhibition closes with fragrances, featuring *Diorivera*, created by Francis Kurkdjian for the *Collection Privée*. With a duo of rose and fig, it celebrates a radiant South so dear to Christian Dior. Could this not also be seen as a form of tribute to Granville, known in the early twentieth century as the 'Monaco of the North'?

They have often travelled to Granville to soak up the atmosphere of the garden and villa *Les Rhumbs* there and immerse themselves in the childhood setting of the founder who continues to inspire them in so many ways. They are thus inhabiting this family home for the exhibition and bringing it back to life, aptly illustrating what Christian Dior once said about his colleagues: '*Over the years, a loyal friendship has brought us together as a sort of family*'.



21 et 22. *Passage 36 - Coré*, Christian Dior by Maria Grazia Chiuri, Haute Couture collection spring-summer 2017. Dior Héritage Collection, Paris
© Laziz Hamani



DIOR

ENCHANTING GARDENS

Présence de Christian Dior Association –

Christian Dior Museum

Jean-Paul Claverie, chairman
Gilles Ménard, vice-chairman

The museum is supported by

The town of Granville,
The Ministry of Culture, DRAC Normandie
The Manche Departmental Council
Regional Council of Normandy
LVMH
Christian Dior Couture
Christian Dior Perfumes

Exhibition curators

General curator :
Brigitte Richart, museum curator
scientific curators :
Barbara Jeauffroy-Mairet, Project Manager Christian
Dior Museum
Vincent Leret, Head of Heritage and Collections Christian
Dior Perfumes
Assisted by Fanny Murison, Pauline Robin, Ophélie
Verstavel, Magalie Visignol

We would like to thank

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Jennifer Walheim

Richard Anacréon museum of Modern Art –
Granville,

Cindy Levinspuhl, director of the museums
Virginie Frouin, director of culture and communication
Royal Castle of Blois
Bonnat-Helleu Museum,
Bayonne Fine Arts Museum
MUDO, Museum of Oise
Museum of Life – AgroParisTech

Private collectors

Madame Pauline Vintage, Milan
Xavier Mathieu, President of the Association of Friends of
Antonio de La Gandara

Scenographic design

Sandra Courtine, CIEL ARCHITECTES
Akari-Lisa Ishii, I.C.O.N. – Lighting design
Camille Guitton et Anne-Lise Bachelier – Graphic design

Set design

Idée Fixe – layout
Ithaque – lighting
Version Bronze – pedestal
Picto – print and framing
Romain Perrot – hanging and audiovisuals
Granville Technical Services



23. Villa *Les Rhumbs*, Christian Dior Museum
© Benoit Croisy, coll. town of Granville

PRACTICAL INFORMATION

★ Find us

Christian Dior museum and garden
Villa Les Rhumbs
1, rue d'Estouteville
50400 Granville
+33 2 33 61 48 21
musee@museechristiandior.fr
www.musee-dior-granville.com

★ Opening dates and times

From April 12th to November 2nd 2025,
Open every day except Tuesday
from 10am to 6:30pm
In July and August, open every day
from 10am to 6:30pm
From October 1st, closes at 6pm.
Ticket sales closes 45 minutes before closing.

The garden is open all year round free of charge :
from november to february : 9am to 5pm
in march and october : 9am to 6pm
in april, may and september : 9am to 8pm
from june to august : 9am to 9pm

★ Prices

Full price : € 10
Concessions (disabled visitors, job-seekers and
students, groups) : € 7
Free for children under 12 years old

★ Buy ticket online

Reservations on
www.musee-dior-granville.com

★ Conditions of visit for groups

Group rate : € 7 for 12 people or more.
Reservation required :
reservation@museechristiandior.fr
Free visit inside the museum

★ Between museums : the museum ticket gives
access to a reduced rate ticket for a week at the
Richard Anacréon museum of Modern Art

TEA ROOM La Rose du Rocher
Open from April to September
More on : www.larosedurocher.com

CULTURAL PROGRAM

European Night of the Museum

Mai 17th 2025, from 8pm à 24pm:
free admission to the museum, by online
reservation

European Heritage Days

Saturday 20 et Sunday 21 September 2025 :
Free entry to the museum, by online reservation

Related event

Christian Dior Cup

Golf tournament, Sunday 6 July 2025
Golf of Granville, in Bréville-sur-Mer
Informations in 02 33 50 23 06

Guided tour of the exhibition

Public: from 16 years old
Price: €14
Duration: 1 hour

Guided tour of the garden

Public: from 16 years old
Price: Free
Duration: 1 hour

« Little Stylist » workshop

Public: children from 6 to 12 years old
Price: €6
Duration : 1h30

Dates and bookings: see our website, section
« Programme »



24. Pergola in the Christian Dior garden
© Benoit Croisy, coll. town of Granville

Christian Dior chronology

January 21 1905

Birth of Christian Dior. Christian Dior is one of the five children of Maurice (1872-1946) and Madeleine Dior (1879-1931).

1911

The Dior family moves to Paris. The Villa *Les Rhumbs* becomes a holiday home. The family retreats there during World War I

Années 1920

He frequents artistic circles and is friends with Christian Bérard, Jean Cocteau, Erik Satie, Henri Sauguet...

1925

Christian Dior designs the pond and the pergola in the garden, with his mother Madeleine.

1928

Christian Dior opens an art gallery in partnership with Jacques Bonjean. He exhibits works by Pablo Picasso, Georges Braque, Henri Matisse, Léonor Fini, Raoul Dufy, Christian Bérard, Salvador Dalí...

1932

He partners with the Pierre Colle gallery and shows numerous contemporary artists, including Salvador Dalí, Braque, Max Jacob, Matisse or the Bermann brothers

1935

Christian Dior sells fashion illustrations to a number of milliners and couturiers, like René Gruau. Some of his illustrations are published, notably in the newspaper *Le Figaro*.

1938

He becomes a designer for the couturier Robert Piguet.

1942

Christian Dior joins the couturier Lucien Lelong's team and becomes the head designers.

1946

In December, Christian Dior establishes his own fashion house, financed by industrialist Marcel Boussac.

12 février 1947

Presentation of the first Maison Christian Dior Haute Couture collection. The *New Look* is a revolution in the history of fashion.

1947

The first Dior perfume is born, *Miss Dior*, created by Paul Vacher. Serge Heftler-Louiche from Granville, a childhood friend of Christian Dior, became the first director of Parfums Christian Dior.

1947-1957

Christian Dior creates 22 Haute Couture collections in an ongoing design of new lines. He conquers the world by establishing licences and selling Haute Couture patterns through approved ateliers in several countries.

24 octobre 1957

Christian Dior dies suddenly of a heart attack in Montecatini, in Italy. He is buried in Callian, in the Var region.

From 1957 to the present day, there have been six artistic directors: Yves Saint Laurent (1958-1960), Marc Bohan (1961-1989), Gianfranco Ferré (1989-1996), John Galliano (1997-2011), Raf Simons (2012-2016), and now Maria Grazia Chiuri.

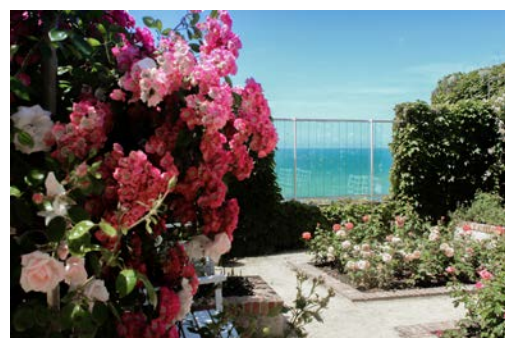
Christian Dior museum

Built at the end of the 19th century and bought by Christian Dior's parents in 1905, the villa Les Rhumbs takes its name from the marine term for the thirty-two sections of the compass rose. A bourgeois family, the Dior family had deep roots in Granville, where Christian Dior's father ran a fertilizer factory. Christian Dior's mother, Madeleine, oversaw the transformation of the house into a bourgeois, seaside villa in the Belle Époque style. She also had the garden landscaped, with the active help of the young Christian. Ruined by the 1929 crisis, Maurice Dior was forced to sell the villa. In 1938, it was acquired for its garden by the town of Granville, which planned to raze the building to the ground in order to install a water feature, a project that never saw the light of day.

Gradually, under the impetus of the curator Jean-Luc Dufresne, the couturier's grand cousin, the idea emerged to transform Les Rhumbs into a place dedicated to the memory of Christian Dior. In 1987, the exhibition «Christian Dior, the other himself» at the Richard Anacréon Museum of Modern Art in Granville, led to the creation of a collection, initially made up of donations from the designer's family, in particular his two sisters, Catherine and Jacqueline, and from collaborators. To this, the curator added purchases by the town of Granville. From 1991 onwards, the year the Présence de Christian Dior association was created, improvements were gradually made. Until 1995, the City of Granville made the acquisitions while the association encouraged donations. Since 1995, the Présence de Christian Dior association has made purchases with the help of Dior Couture and Parfums Christian Dior - as well as the LVMH group, the City of Granville, and the Regional Museum Acquisition Fund.

In 1997, the creation of «showrooms» made it possible to present costumes and accessories in the best possible conditions and to open the villa to the public on a regular basis. The centenary of the designer's birth, in 2005, will be the occasion for major works and a landmark exhibition «Christian Dior, man of the century», recognised as being of national interest.

Currently chaired by Jean-Paul Claverie, Advisor to the Chairman of LVMH, the association manages the museum and conducts the cultural and scientific project by delegation of public service from the town of Granville. It benefits from the support of public partners - city, department, region, State - and private sponsors -Dior, LVMH. Although the museum's walls and collections are the property of the City of Granville, the financing and management of its activities are the responsibility of the association. Preserving the inalienable collections and enriching them through an active acquisition policy, and making Christian Dior's work known through exhibitions, publications and cultural events organised at the Villa Les Rhumbs are the association's essential mission. The Christian Dior Museum is one of the only
The Christian Dior Museum is one of the only «Musée de France» dedicated to a fashion designer. From 2010 to 2016, in addition to the annual thematic exhibition, it organises an autumn-winter exhibition, «A house, collections», presenting its permanent collections and its most recent acquisitions. In June 2012, it was awarded the «Maison des Illustres» label by the Ministry of Culture.



25. The rose garden of the Christian Dior garden in Granville/ 26. Les Rhumbs villa, Christian Dior museum in Granville/ 27. The sea view from the Christian Dior garden in Granville. Photographs: Benoit Croisy, coll. City of Granville

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