



News Release

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Christian Dior: Designer of Dreams becomes most visited exhibition in the V&A's history

Christian Dior: Designer of Dreams
Supported by SWAROVSKI
With further support from American Express
The Sainsbury Gallery
2 February – 1 September 2019
vam.ac.uk | [#DiorDesignerofDreams](https://twitter.com/DiorDesignerofDreams)

Christian Dior: Designer of Dreams has officially become the V&A's most visited exhibition. The blockbuster show reached a staggering 594,994 visitors by the time it closed on 1 September, surpassing the former record set by *Alexander McQueen: Savage Beauty* in 2015 by over 100,000 visitors.

The most comprehensive exhibition ever staged in the UK on the House of Dior, *Christian Dior: Designer of Dreams* traced the history and impact of the brand from 1947 to the present day examining one of the 20th century's most influential couturiers, and the six artistic directors who have succeeded him. Drawn from the extensive Dior Archives and the V&A's world-class Couture collections, the exhibition presented over 500 objects, with over 200 rare Haute Couture garments shown alongside accessories, fashion photography, film, vintage perfume, original make-up, illustrations, magazines, and Christian Dior's personal possessions.

Based on the major exhibition *Christian Dior: Couturier du Rêve*, organised by the Musée des Arts Décoratifs, Paris, the show was reimagined for the V&A, with over 60 per cent of the objects unique to this exhibition, and a brand-new section exploring the designer's fascination with British culture. The exhibition also highlighted the key creative partners of the House from the past 70 years, including Roger Vivier, Stephen Jones, René Gruau, Serge Lutens and Swarovski, Christian Dior's first choice for crystals to embellish his creations.

The exhibition was extended by seven weeks due to unprecedented demand after tickets for the entire run sold out in a mere three weeks after opening on 2 February 2019. The critically acclaimed showcase also formed a vital inspiration for Maria Grazia Chiuri when designing Dior's AW19 Ready-to-Wear Collection.

Tristram Hunt, Director of the V&A, said: "In 1947 Christian Dior changed the face of fashion, creating a lasting legacy that continues to inspire today. The V&A has a history of staging revelatory fashion exhibitions, so we knew that *Christian Dior: Designer of Dreams* would be popular, but we have been overwhelmed by the phenomenal visitor response since it opened

in February. I would like to thank all our visitors who have gone to such great lengths to experience this extraordinary show.”

- ENDS -

Notes to Editors

- The exhibition *Christian Dior: Designer of Dreams* ran from 2 February – 1 September 2019. Tickets were from £20. All concessions: £15.
- The exhibition was based on *Christian Dior: Couturier du Rêve*, organised by the Musée des Arts Décoratifs, Paris, curated by Olivier Gabet and Florence Müller.
- The exhibition was curated for the V&A by Oriole Cullen and is accompanied by a new V&A publication.
- The exhibition designer was Nathalie Crinière.
- *Christian Dior: Designer of Dreams* is the latest in the V&A’s series of major fashion exhibitions, including *Alexander McQueen: Savage Beauty* and *The Golden Age of Couture: Paris and London 1947-1957*. In 2017, the V&A staged a retrospective on Cristóbal Balenciaga, and in 2018 the V&A opened *Fashioned From Nature* – the first UK exhibition to explore the complex relationship between fashion and nature from 1600 to the present day.
- *Alexander McQueen: Savage Beauty* reached 493,043 visitors when it was at the V&A in 2015.
- The V&A’s fashion collection is designated as the UK’s National Collection and is one of the largest and most comprehensive collections of dress in the world

Social Media

Twitter: @Dior @V_and_A

Instagram: @Dior @vamuseum

Facebook: @Dior @victoriaandalbertmuseum

For further PRESS information about *Christian Dior: Designer of Dreams* please contact Laura Mitchell on l.mitchell@vam.ac.uk / +44 (0)20 3949 4509 (not for publication). A selection of press images is available to download free of charge from pressimages.vam.ac.uk

About Swarovski

Swarovski delivers a diverse portfolio of unmatched quality, craftsmanship, and creativity. Founded in 1895 in Austria, the company designs, manufactures and markets high-quality crystals, genuine gemstones and created stones as well as finished products such as jewellery, accessories and lighting. The Swarovski Crystal Business is run by the fifth generation of family members and has a global reach with approximately 3,000 stores in around 170 countries, more than 27,000 employees, and revenue of about 2.7 billion euros in 2017. A responsible relationship with people and the planet is an integral part of Swarovski’s heritage. The global Swarovski Waterschool education program has reached 500,000 children on the world’s greatest rivers, and the Swarovski Foundation, set up in 2013, works to support culture and creativity, promote human empowerment, and conserve natural resources to achieve positive social impact.

Swarovski and Dior have a longstanding history of collaboration. In 1956, Swarovski worked with Monsieur Dior to create a unique crystal with rainbow-like effects called Aurora Borealis.

Since then, the partnership has grown ever stronger, with each of Dior's artistic directors using Swarovski crystals to realize their vision.

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