

EXECUTIVE SUMMARY

Sun Xiaocheng, Student, Moonbeam Team, December 17, 2009

The Success and Future of Christian Dior

I study the reason why Dior so succeed in the world and how Dior lead the fickle fashion world in the future. So, we examine two policies:

1. Christian Dior name in France, the symbolic meaning, not just high-fashion brands, but as doctors, scientists or artists indicators like life. Christian Dior in Paris is not only represented the traditional classical couture dress figure, also rewrite the ornate style of modern women's fashion legend. So Dior successes.
2. Mr. Dior designed 10 years for each series of clothing are distinguished by an elegant and highlight the main women's flirtatious beauty. The every designers of Dior are following Mr. Dior who has always been the pursuit of high quality, elegant and feminine fashion design style, and the spirit of innovation led by popularity. So I believe Dior will always lead the fickle fashion world as now

From 50 years onwards Ava Gardner, Marlene Dietrich, Rita Hayworth, Ingrid Bergman to present the Nicole Kidman and Madonna are all fans of Dior. A more well-known movie star Elizabeth Taylor has ordered 12 Dior skirt in one breath. Duchess of Windsor and the British royal Princess Diana wearing a Dior's clothes have to attend a major party, while the British Queen Elizabeth II's sister, Princess Margaret married the wedding ceremony, also supported by Mr. Dior personally in the design and production.

Our study finds that Dior is balloon making people flying to the paradise name fashion and beauty. So Dior will always attractive to customers.

This finding of this report forward two recommendations:

- Dior represent luxurious so it make our company has leadership
- Dior can be attractive customers so it can help us make more profits

Key Words: new hybrid image Stabilization technology, tilt jitter, translational jitter, overcome hank-shaking
