

# PRESS RELEASE

DRESS, FASHION AND TEXTILES

# DIOR



## LAST CHANCE TO ENJOY THE BEAUTY OF CHRISTIAN DIOR'S CREATIONS

**Montreal, August 18, 2021** – The McCord Museum's haute couture exhibition *Christian Dior* will end on September 26. Young and old alike will have one more month to see garments that epitomize the success of the celebrated House of Dior from its creation by the eponymous couturier in 1947 until his death in 1957. Despite the constraints of the pandemic, this exhibition, produced by the Royal Ontario Museum and presented by Holt Renfrew Ogilvy, has delighted tens of thousands of visitors since its launch.

The exhibition features 51 garments, including 40 pieces from the Royal Ontario Museum's extensive collection of Christian Dior couture and 11 dresses from the McCord Museum's Dress, Fashion and Textiles collection. There are also more than 100 objects, photographs and videos from the period that illustrate the unparalleled craftsmanship of Parisian haute couture in the 1950s for which the House of Dior was renowned.

As they explore seven distinct zones, visitors will be dazzled by the iconic lines of the *New Look* as well as the luxurious fabrics and romantic embroideries that made Dior famous around the world. The exhibition starts with a zone dedicated to the haute couture ateliers, illustrating the various stages of dressmaking through various sketches, photographs and patterns. This is followed by three zones devoted to daytime, late afternoon and evening wear. Finally, there is an entire zone dedicated to Dior's collaborators and another to all the accessories designed by the great couturier, perfumes, shoes and jewelry, on loan from Dior Héritage.

From sumptuous daytime ensembles to elegant late afternoon dresses and ball gowns, visitors will discover the refined tailoring, attention to detail and luxury of the creations of this giant of the golden age of haute couture. His style, defined by wide sweeping skirts and ultra-feminine corseted silhouettes, was the source of his fame from the beginning. Dior's creations were sought after, worn and even copied by women around the world.



## COVID-19: PROVEN MEASURES FOR A SAFE VISIT

The Museum adheres to strict hygiene measures to ensure a safe and pleasant visitor experience. In order to secure a spot, since tickets are limited, it is mandatory to reserve your visit to the Museum by purchasing tickets online. For more information on the safety measures in place, please visit the [Museum Website](#).

## OPENING HOURS AND ADMISSION FEES

Monday (until September 6), Tuesday, Thursday and Friday from 10 a.m. to 6 p.m.  
Wednesday from 10 a.m. to 9 p.m. | Saturday and Sunday from 10 a.m. to 5 p.m.

Adults: \$19 | Seniors: \$17 | Students (13-30): \$14 | 12 years old and under: free | Indigenous people: free  
Wednesday evenings: free and \$9.50 for major temporary exhibitions  
First Sunday of the month: free for Quebec residents

*The McCord Museum gratefully acknowledges the support of BMO Financial Group for the free Wednesday evenings and the J. A. DeSève Foundation for the free admission offered to children 12 and under.*

## ABOUT THE McCORD MUSEUM

The McCord Museum is the museum of all Montrealers, a social history museum that celebrates life in Montreal, both past and present—its history, its people, and its communities. Open to the city and the world, the Museum presents exciting exhibitions, educational programming and cultural activities that offer a contemporary perspective on history, engaging visitors from Montreal, Canada and beyond. It is home to over 1.5 million artefacts, comprising one of the largest historical collections in North America, organized into the following departments: Dress, Fashion and Textiles; Photography; Indigenous Cultures; Documentary Art; Material Culture; and Archives.

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Press kit for the exhibition *Christian Dior*:

<https://www.dropbox.com/sh/kph4jb1w33vm4q9/AACtrHj3J9n9VanEYo2mASnpa?dl=0>

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EXHIBITION PRODUCED BY



PRESENTED BY

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OGILVY

MAJOR PARTNERS



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