



News Release

Issue date: Tuesday 12 March 2019

V&A to extend blockbuster Christian Dior exhibition due to unprecedented demand

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

Today the V&A announces it will extend its sell-out *Christian Dior: Designer of Dreams* exhibition after tickets for the entire run sold out three weeks after opening on 2 February 2019. The five-star exhibition originally scheduled to run until 14 July 2019, will now be extended by seven weeks to Sunday 1 September 2019, with additional tickets now on-sale through the V&A's website.

Building on strong pre-sales, the exhibition sold out all remaining pre-bookable tickets from the five-month run within 19 days of opening. To-date, 121,566 visitors have experienced the exhibition since it opened last month.

Throughout the extended run, the V&A will release additional exhibition tickets on the 15th of each month for the month ahead. A limited number of tickets are available to purchase daily at 10.00 from the V&A's Grand Entrance on a first-come, first-served basis, while V&A members go free with no need to book.

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, and there is always a hugely engaged audience for these. We knew that *Christian Dior: Designer of Dreams* would be popular, but we have been overwhelmed by the phenomenal visitor response to-date. I would like to thank our visitors who have gone to such great lengths to see this extraordinary exhibition so far. I am delighted that we can extend the run, ensuring that as many people as possible have the chance to see it before it closes."

The V&A's *Christian Dior: Designer of Dreams* is the most comprehensive exhibition ever staged in the UK on the House of Dior and the museum's biggest fashion exhibition since *Alexander McQueen: Savage Beauty* in 2015. From 1947 to the present day, *Christian Dior: Designer of Dreams* traces the history and impact of one of the 20th century's most influential couturiers, and the six artistic directors who have succeeded him, to explore the enduring influence of the fashion house.

The opening of the exhibition in late January was celebrated with special guests including Gemma Arterton, Eddie Redmayne, Felicity Jones, Olga Kurylenko, Jenna Coleman, Kristin Scott Thomas, Nomi Rapace, Bianca Jagger, Eva Herzigova and Edward Enninfu, demonstrating the impact of Christian Dior and the House he created over 70 years ago today.

Based on the major exhibition *Christian Dior: Couturier du Rêve*, organised by the Musée des Arts Décoratifs, Paris, it is 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 brings to the V&A an in-depth and wide-ranging study of the unique Haute Couture garments to explore the total design vision of Christian Dior and the craftsmanship of the ateliers from 1947 to today.

Drawn from the extensive Dior Archives, the exhibition presents 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. It also showcases highlights from the V&A's world-class Couture collections, including the iconic *Bar Suit*, gifted to the museum by the House of Dior in 1960 with the help of Cecil Beaton. The exhibition also spotlights on 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.

Christian Dior: Designer of Dreams now runs at the V&A until 1 September 2019.

- ENDS -

Notes to Editors

- The exhibition *Christian Dior: Designer of Dreams* runs from 2 February – 1 September 2019. Tickets from £20. All concessions: £15.
- The exhibition is based on *Christian Dior: Couturier du Rêve*, organised by the Musée des Arts Décoratifs, Paris, curated by Olivier Gabet and Florence Müller.
- The exhibition has been curated for the V&A by Oriole Cullen and is accompanied by a new V&A publication.
- The exhibition designer is 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.
- 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.

www.swarovskigroup.com | @Swarovski

About American Express

As a brand with a long history of supporting the fashion industry, American Express is proud to partner with the V&A.

American Express is a globally integrated payments company, providing customers with access to products, insights and experiences that enrich lives and build business success. Learn more at americanexpress.com and connect with us on facebook.com/americanexpress, instagram.com/americanexpress, linkedin.com/company/american-express, twitter.com/americanexpress, and youtube.com/americanexpress.

Key links to products, services and corporate responsibility information: [charge and credit cards](#), [business credit cards](#), [travel services](#), [gift cards](#), [prepaid cards](#), [merchant services](#), [Accertify](#), [InAuth](#), [corporate card](#), [business travel](#), and [corporate responsibility](#).

Supported by
SWAROVSKI

**AMERICAN
EXPRESS**