

DIOR
2011/2012 EYEWEAR COLLECTION

“GODRON” STATEMENT

Refined and elegant, the GODRON decoration is an iconic Dior symbol consisting of parallel lines and elements. Inspired by the decorative fluting that adorned the emblematic Louis XVI chair of the Maison’s “Haute-Couture Salons”, this pattern has made numerous vintage Dior glasses unforgettable.

The “GODRON” theme comes from the stylistic heritage of the Maison and is one of the hallmarks of the new collection: sophisticated, contemporary and irresistible.

The new Dior sunglasses with the “GODRON” pattern, an homage to the timeless style of the Maison, are characterised by generous proportions and a perfect harmony of materials and strong details.

DIORGRAPHIX 1

Contemporary appeal and charming sophistication for this strong metal and acetate mask sunglass. The style is defined by the sophisticated graphic effect of the metal details, engraved with the iconic “Godron” decoration, which are visible on the front and on the fork temples. The “Dior” logo appears at the tenon.

Original colours: gold and dark grey lenses, palladium and shaded brown lenses, gun and mirrored blue lenses, rose gold and gold/fuchsia flash lenses.

DIORGRAPHIX 2

Oversized volumes and iconic details for these new metal and acetate aviator sunglasses. The style is defined by the sophisticated effect of the metal details, engraved with the iconic “Godron” decoration, which are visible on the front and on the fork temples. The “Dior” logo appears at the tenon of temples.

Refined chromatic contrasts with shaded black and coloured fronts: black and dark grey with shaded grey lenses, black/blue with shaded grey lenses, black/fuchsia with shaded grey lenses, black/beige with brown lenses, black/coral with shaded brown lenses.

DIORGRAPHIX 3

Fall/Winter 11-12 ADV Style

Glamorously refined, these sunglasses reflect an Eighties style with its flat and squared shape. The style is defined by the sophisticated look of the metal details, engraved with the iconic “Godron” decoration, which are visible on the front and on the temples. The “Dior” logo appears at the tenons.

The acetate frame plays with elegant colour effects: black with shaded grey lenses, havana with shaded brown lenses, black/havana with shaded grey lenses, black/fuchsia with shaded grey lenses, black/blue with shaded grey lenses.

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Fall/Winter 11-12 ADV Style

An exquisitely squared shape for this optical frame, produced in Optyl, which identifies an ultra-lightweight material with refined colour effects. The style is defined by the sophisticated effect of the metal details, engraved with the iconic “Godron” decoration, that encloses the front frame. The “Dior” logo is visible at the tenon of temples.

Sophisticated colours: violet with rose gold details, spotted havana with gold details, spotted grey havana with palladium details, glossy black with gold details.