

# DIOR

DIOR ROUGE

**Inlay:**

DIOR ROUGE

**On-screen:**

The sequence you see on the screen shows lips with a very shiny red lipstick. Those lips speak now.

**Woman:**

Rouge is the color of Dior.

**On-screen:**

Now we see the drawing of some Egyptian women, putting on lipsticks in red and purple colors.

**Woman:**

Since the dawn of time, rouge has been a symbol for feminine empowerment, and the art of seduction.

**On-screen:**

Now we see the sequence of an ancient film, showing the city of Paris in the 53rd.

**Woman:**

Inspired by timeless archetypes of beauty, Christian Dior creates in 1953 a revolutionary couture lipstick.

**On-screen:**

Then, we see a bottle of perfume whose liquid is of golden color.

**Woman:**

Rouge Dior, sparkling a Parisian Spring that takes the fashionable by storm.

**On-screen:**

We review an old film sequence with a woman wearing a large hat. We also see some women in a black and white sequence, and only their lips are colored red, garnet or purple. Another sequence shows their dresses in color in the same tones.

**Inlay:**

Printemps Parisien

**Woman:**

At last, women can pick and choose colors to match their clothes, their moods, and their desire for expression.

**On-screen:**

The colored lips appear on the screen. And we see the sketch of a woman dressed in a sticky red dress.

**Woman:**

Rouge is the color of power. Historically Red was worn as a sign of social status and vitality. Christian Dior revives the tradition understanding that a single touch of color can change your appearance.

**On-screen:**

The following sequence shows Christian Dior drawing a sketch. Next, we see a woman in a black and white sequence. She is wearing a red dress and hat, matching her red coat. Another sequence shows Christian Dior dressing a model with a purple coat. And another woman is walking down a staircase, leaving her red train behind. Other models appear, dressed in red and purple dresses, always in the same tone.

**Woman:**

Red becomes his fetish, splash the cannonball pieces known as his Trafalgar dresses, with evocative names like Rouge Scream or Rouge Satan.

With each daring Dior collection, the master unveils a new palette of timeless masterpieces. The designer cause for women is to dress their smile in Rouge.

**On-screen:**

After these black and white sequences, we see several lipsticks well aligned, in the same shades of red, purple and eggplant.

**Woman:**

His cutting-edge imagery saturates the minds of magazines worldwide.

**On-screen:**

Now we see a sketchy haircut, and lips colored red.

**Inlay :**

de Dior en tout cas, vous pouvez porter le rouge à lèvres. Pour habiller votre sourire, 2 nouvelles teintes automne-hiver 1961-1962 roses, claires, jeunes :  
un rose qui se veut rose et qui se garde bien de tous les excès

**On-screen:**

Now we see lips with a fuchsia colored lipstick. And other colors appear on the lips that speak: brown, purple, red, pink and many others.

**Woman:**

4,7, 9, 99, the first shades of Dior Rouge were given in year of names, superstitiously coded numbers, over generations Dior has created more than 1500 shades.

**On-screen:**

Now we see the sketch of different lipstick case designs with the CD logo. And we also see the transparent perfume bottle.

**Woman:**

Rouge is the color of revolution.

"I wanted to be an architect", Christian Dior says

Breaking molds, he imagined unprecedented designs, each object reflecting a sign of the times.

He decides that the women should never leave home without a Rouge and dreams up a secret weapon: a small twisting lipstick for the purse.

**On-screen:**

Now powder pink colored lips speak.

**Woman:**

Rouge is the color of passion.

Monsieur Dior firmly believed in the women's right to raise hell. And they did... his women were more than icons.

**On-screen:**

And we see the film again in black and white, and only the red fur coat is colored. This coat is worn by the singer Marlene Dietrich. Another sequence shows Grace Kelly wearing the DIOR lipstick in eggplant color. And Josephine Baker dancing in a red dress. Finally, we see Natalie Portman wearing the same lipstick, with a red scarf that she has tied around her throat.

**Woman:**

Marlene Dietrich and her commanding presence could stop men at their first steps.

Grace Kelly crossed the Atlantic to reinvent royalty on her own terms.

Josephine Baker's eye-opening performance triumphantly celebrated the forbidden.

Nathalie Portman fearlessly embodies the Couture house's pursue for the perfect balance of beauty and spirit.

**On-screen:**

Now we see several lipsticks well aligned.

**Woman:**

The symbol of one man's lifelong quest to allow women to inspire and create desire.

Rouge is the color of life.

Rouge is the color of Dior.

**Inlay:**

DIOROUGE

70 YEARS OF ATTITUDE