

Welcome to the exhibition

## « Marc BOHAN - les années DIOR » 1961-1989 Guide de la visite



It is with great emotion and deep respect that we welcome you to this exceptional exhibition, held under the High Patronage of H.S.H. Princess Stéphanie of Monaco, paying homage to one of the greatest French fashion designers of the 20th century: Marc Bohan.

Marc Bohan, a visionary and discreet designer, left his mark on fashion history by directing the Maison Dior for almost three decades. But beyond his immense talent, he was also a man deeply attached to Châtillon-sur-Seine, his adopted town, where he loved to stroll, find inspiration, and recharge his batteries. His walks through the narrow streets and his admiration for the surrounding countryside bore witness to this sincere love for our region. Châtillon-sur-Seine was not just a place of residence for him, but a veritable refuge where he found calm and inspiration. In return, the town's inhabitants always had a deep affection for this humble and discreet man, whose generosity and elegance transcended the boundaries of fashion. His memory lives on in those who had the privilege of rubbing shoulders with him.

This unique exhibition is the result of a prestigious collaboration between MarieAnne Bohan (Marc Bohan's daughter), Christian Dior Couture and Christian Dior Parfums, the Palais Princier de Monaco, the Cinémathèque française and the Cité des Présents de Château-Chinon.

Marc Bohan, a discreet master of elegance, is celebrated here through a sensitive journey that blends haute couture with the latest trends.

We look forward to welcoming you to this unique exhibition,

**Jérémie BRIGAND**

Président of the Communauté de communes du Pays Châtillonnais

**Cécile ZICOT**

Director of the Musée du Pays Châtillonnais – Trésor de VIX



# Flash not allowed – Do not touch the dresses

## Dior Scarves: Elegance in Motion

### Elegance and Timelessness

Bohan viewed the scarf as an essential accessory in a woman's wardrobe, embodying sophistication and refinement. He drew inspiration from classic designs while adding a modern touch, true to his philosophy of "chic discret" (discreet chic).

### Collaboration with Artists

On several occasions, the maison Dior under Bohan's direction has collaborated with illustrators and textile designers to create unique pieces, elevating the scarf to a prized luxury item.

## Accessories

Accessories as an extension of the Dior style Bohan saw accessories as more than complements, but as structuring elements of the silhouette. Under his direction, Dior developed accessories that have become emblematic.

## Perfumes in the Bohan era

Immerse yourself in an unprecedented multi-sensory experience celebrating Marc Bohan's vision for Parfums Christian Dior. Through an emblematic selection of fragrances created during his era, this immersion reveals the subtle dialogue between art, fashion, and fragrance. Drawing, jewelry, photography, couture, and olfactory composition intersect and intertwine, illustrating the richness of exchanges between creators with distinct universes...

## Marc Bohan and Grace Kelly

Grace Kelly, Princess of Monaco, was the perfect muse for Marc Bohan. She embodied sophistication, grace, and elegance—qualities that lie at the heart of Bohan's work. As Dior's couturier, Bohan designed several gowns for Grace Kelly, including creations for royal events. An exceptional selection of Bohan's most iconic creations is celebrated. Among these is his very first wedding gown for Dior, entitled "La Vie en Rose," which was worn by Jackie Kennedy and exemplifies the radiant elegance and international flair characteristic of Bohan's style. Additionally, there is the suit worn by Grace Kelly at the inauguration of Baby Dior, a silk chiffon evening gown worn by actress Olivia de Havilland and Grace Kelly, and a silk crepe cocktail dress printed by Jackson Pollock, the master of abstract expressionism. Bohan's talent has been recognized with two **Dés d'Or awards in 1983 and 1988** for his contributions to French haute couture

## The Roses' office

Marc Bohan, a worthy heir to this tradition, has drawn inspiration from it in his creations, paying tribute to their delicacy and symbolism through dazzling watercolors of refined nuance. Marc Bohan, known for his elegant, refined style, often created sketches featuring flowing dresses with pure lines and sophisticated colors.

## Elegance on stage

**Marc Bohan and Cinema: *"Before I Thought About Fashion, I Thought About Costumes"* Marc Bohan.**

The exhibition also showcases Marc Bohan's connection to cinema, featuring posters and original sketches of the dress he designed for the movie 'Secret Ceremony', starring Liz Taylor. This highlights the influence of the fashion designer on the cinematic world.

## Collaboration with icons of the time

Marc Bohan has worked with celebrities such as the Duchess of Windsor, who was one of his most loyal customers and has designed clothes for stars such as Jacqueline Kennedy, Grace Kelly, Elisabeth Taylor, Niki de Saint-Phalle, Brigitte Bardot, Isabelle Adjani.... These collaborations consolidated his image as a chic, modern fashion designer, capable of meeting the expectations of the influential personalities of his time.

His friendship with artists, such as Niki de Saint Phalle, testifies to the constant exchange between fashion and art, an essential dialogue that helped make haute couture a form of cultural expression in its own right.

In the reconstruction of Marc Bohan's office, an original sculpture by Niki de Saint Phalle vividly shows the deep friendship that united them.

## Marc Bohan, elegance from the heart: Moments in family life

Beyond the catwalks and the spotlights, Marc Bohan cultivated a deep attachment to his family. These intimate photographs reveal the man behind the designer, surrounded by his family in moments of tenderness and complicity. We discover Dania Bohan, his discreet, elegant wife, Marie-Anne, their only daughter, and his parents. These rare images bear witness to a preserved world, where elegance was lived out daily, far from the flashbulbs but close to the heart.

## **Marc Bohan: Glimpses and Encounters - Moments from a Life of Majesty** (photographs in the stairs leading to the roses' balcony)

- 1. Marc Bohan and Marcel Boussac** A foundational meeting between the fashion designer and the textile magnate, at the origin of the modern House of Dior.
- 2. Her Royal Highness the Princess of Hanover** A courtesy portrait featuring the elegant Caroline of Monaco, a style icon and close friend of the couturier.
- 3. His Serene Highness the Sovereign Prince of Monaco** A testament to the friendship between Bohan and the Principality, united by fashion and high society.
- 4. Marc Bohan with Nancy Reagan and Lynn Wyatt** A glamorous snapshot capturing the couturier alongside the First Lady of the United States and the Texan socialite.
- 5. Marc Bohan greeting Queen Elizabeth II at the Élysée Palace** A historic image featuring the Queen, the former French President Valéry Giscard d'Estaing, and his wife Anne-Aymone.
- 6. Royal Wedding in Jordan** A commemorative photo from the wedding of Queen Noor and King Hussein bin Talal, symbolizing Bohan's international influence.
- 7. Their Majesties the King and Queen of Sweden.** A portrait exemplifying ceremonial elegance, imbued with respect and style.
- 8. Marc Bohan and Régine.** A festive moment with the famous "queen of the night", an icon of Parisian nightlife.
- 9. Françoise Leroy-Beaulieu.** The French actress and muse of an era, captured in a moment of shared complicity with the designer.
- 10. Jacqueline Emmanuel Machado-Macedo.** A diplomat and committed public figure, closely connected to cultural and artistic circles. Her presence alongside Marc Bohan highlights the connection between fashion, elegance, and international diplomacy..
- 11. Portrait by June Newton (a.k.a. Alice Springs).** A rare photograph of the couturier captured by the renowned photographer and wife of Helmut Newton.
- 12. Jerry Hall.** The American top model, jet-set muse, and wife of Mick Jagger, photographed in an aura of glamour.
- 13. Bianca Jagger,** an actress, muse, and icon of the 1970s.
- 14. Portraits of Marie-Anne Bohan,** the daughter of Marc Bohan.
- 15. Marc Bohan with his dog Billie.**

## **Maria Grazia Chiuri**

Appointed as the artistic director of Dior in 2017, she embodies a contemporary approach to fashion that emphasizes female empowerment, social messages, and a redefinition of the Dior legacy. Chiuri has modernized Christian Dior's legacy by particularly focusing on feminist themes and celebrating diversity. In 2024, she chose to highlight Marc Bohan, who is often referred to as a quiet revolutionary in the fashion world.