Despite the years of experience and hard work that creative directors invest in a brand, the headline names that we see on the cover of magazines or that achieve notable mentions during various fashion-related events worldwide, are not necessarily run by their own namesakes. Some creative directors may go on to lead their own fashion labels, while others, although being fully capable of doing so, dedicate their unbridled attention to institutional brands that even the least fashion-oriented individual will recognize.

Such is the case of Maria Grazia Chiuri. Although this name may remain unfamiliar to most unless you happen to follow fashion business news, you are most definitely acquainted with the powerhouse brands that she has led, and continues to lead to this day.

As a graduate of the Istituto Europeo di Design in Rome, Maria Grazia Chiuri went on to become an accessory designer for the Fendi brand, worked for almost two decades with the Valentino label alongside its Creative Director Pierpaolo Piccioli, and was finally appointed by one of the most prominent high-fashion brands in the world which would propel Chiuri’s career and help realize her full creative potential.
In July of 2016, Chiuri began her journey as Creative Director of the Christian Dior label and was heralded as the first woman to lead the French fashion house in its 69-year history. Her predecessors included the likes of Yves Saint Laurent, Gianfranco Ferré and John Galliano.

If Chiuri’s entry into Christian Dior as its first female Creative Director wasn’t enough, her first collection which debuted during Paris Fashion Week in 2016, was heavily criticized due to the presentation of exact replicas of Romanian traditional dress. Over the course of the last 2 years, the world would come to realize Maria Grazia Chiuri’s talent and appreciate her expert eye and youthful feminist vision.

Chiuri is very much inspired by millennials and demonstrates this in the creative direction that she is championing at Christian Dior. In fact, she credits her daughter for introducing her to concepts such as cultural appropriation and gender. She has often mentioned how the energy of the younger generation has inspired her work. Under her direction, Dior has targeted the millennial consumer who demands to be heard and chooses to express himself through art and clothing. Chiuri’s inclusion of t-shirts with slogans publicizing feminist views and gender equality, along with trendy jumpers in her prêt-à-porter collections have certainly been eye-openers for even the most traditional Dior audiences.

Chiuri feels a social responsibility in using her creativity as a platform to relay relevant messages and contribute to important conversations that need to be addressed in today’s constantly evolving society.

We look forward to seeing Maria Grazia Chiuri’s creative genius flourish and are curious to discover what the future will bring for the Christian Dior label.