



LIVID

CONTENT

WRITER'S RATES

Fête champêtre

photographer / Doris Doris
model / Sofia P. (München, Hamburg)
stylist / Jennifer Kautz (Management of Style)
make up / Lisa / Franziska Sommerfeld

5 PAGE: Sweater,
URDAYS SURF
Leather Shorts,
OE, Leather pants,
MUT LANG, OP-
ITE PAGE: Jacket,
T LAURENT, Dress,
AIKARAISS, Socks
E, Shoes, PRIVATE

**THE ART OF
FASHION.
THE DEPTH
OF BEAUTY.**

Multiplicity in lifestyle inherent in the myriad cultures of the World.



WRITERS RATE.

CONTENT TYPE	RATE
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ONLINE/DIGITAL	\$10
PRINT	\$35 FLAT
FEATURES/INTERVIEW	\$50 TO \$75
AUDIO/VIDEO	\$100
DESIGN	\$50 TO \$300
COVER INTERVIEW	\$150 FLAT

REQUIREMENTS

200 WORD COUNT + 1 IMAGE

600 - 1500 WORD COUNT + 3 IMAGES

1500 - 2500 WORD COUNT + 5 IMAGES

EDITED 5 MINUTES

PROJECT DRIVEN

2000 WORDS

*RATES ARE BASED ON ASSIGNMENTS FROM EDITORIAL CALENDER CONTENT.
*ALL US WRITERS ARE REQUIRED TO FILL OUT W-9 & NON DISCLOSURE FORMS.

New Look
Journey
Over Time
WRITTEN BY JESSICA K. NORDLIE

Herbert's recent Editor-in-Chief Geraldine Snow once said, "It's such a new look!" She was referring to the revamped style and shapes for women's clothing displayed in Dior's first fashion collection for the Spring/Summer 1947 collection, located at the time in the salons of the company's headquarters at 30 Avenue Montaigne, Paris. Even though Dior himself never officially used the phrase "new look," it was an accurate definition of what he was trying to bring to 50s fashion—a new female shape, a recovered charm and femininity by accentuating the female waist and bust.

Christian Dior named the initial collection *Corolle*. "The skirts in the collection 'opened out like petals in bloom.' Still, the new silhouette, characterized by a small, yet full skirt with a cinched waist that fell below the mid-calf, was not only provocative, it also defied post-war fabric restrictions because the full skirt required many yards of fabric."

New Look was indeed an oasis of femininity, a healthy expression of female sanity in a post-war world that by no means encouraged expressing emotions, let alone spending money to satisfy them.

The shapes of Dior's New Look is prominent in its archives and has been a challenge for almost all directors that undertook the creative part of the Christian Dior House with John Galiano. The current director, Raf Simons, has been the most faithful to the original design and has used it as an inspiration for other new looks.

John Galiano, Dior's creative director from 1989 to 2015, emphasized shoulders and bust, the small-waisted silhouette was also explored to the ultimate point. His personal genius and vision, combined with Dior archives and sketches created pieces that could easily fit in a museum, yet bore the initial sense of self-experimentation that Dior allowed women to experience, while designing the "New Look" shape.

Christian Dior has been a mainstay in the world of fashion since 1947. As time has passed, directors have changed, but no matter which facet of the Dior design aesthetic each designer preferred, they have maintained the quality and tradition of Christian Dior.

