

BABY DIOR IN GENEVA

Baby Dior and Dior Kids boutique bowed in Geneva.

by TEAM PARIS SOCIAL DIARY, photography by COURTESY | 28 APRIL, 2017



Dior presents the first location to its new boutiques **Baby Dior and Dior Kids** in *Switzerland*, located in the prestigious rue Robert-Céard in Geneva, in the center of the historic city. A warmly welcoming boutique whose emblematic Dior gray moldings provide a backdrop to **colorful and contemporary furnishings**.



As the store progresses, the mood gets **cozier**, boasting a painted sky of blue with white,uffy clouds corresponding with wallpaper covered in vintage-look motifs. This is the location for the **Baby Dior line**, in a cocoon akin to a child's bedroom.



The **Dior Kids** line is present in a space with the charm of a family home, its antique replace crowned with an imposing mirror. The décor provides the setting for the **dazzling colorama** of the latest creations designed by **Cordelia de Castellane**, the collection's Creative Director. This collection includes *dresses in lively and sharp hues, dark suits, softly-toned footwear*.



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