

I AM  
**Traditional**



PRODUCED BY CATHY WHITLOCK  
PHOTOGRAPH BY VANESSA TIERNEY

## **Dianne Vavra**

Senior Vice President of Press and  
Celebrity Relations for Dior Beauty

### **Hometown** New York City

**Evolving style** “I invest less in trends and more in classic pieces. I love it when I see an archival fashion image that could have been taken today or 30 years ago. Jackie Kennedy’s style evolved in this way. You see an image of her in a great fitted T-shirt, wide-leg jeans, and her fabulous sunglasses from the ’60s or ’70s, and it looks current.”

**She has an entrepreneurial spirit** Her line, Le Trench, was born when “I was vintage shopping in Paris and came across this great 1950s leopard trench coat. Every time I wore it, people would stop me in the street. When I told *New York Times* photographer Bill Cunningham the story he said, ‘You should make that, child.’ So I did.”

**Comfort is king** “I live with my children in an adorable, cozy 1930s Cape on Long Island’s North Shore. Every piece of furniture or accessory is meaningful to me in some way. I especially cherish my vintage Louis Vuitton trunk that was purchased at an estate sale.”

**Turn back time** “I love the style of the 1950s—the way the pastel colors of girls’ dresses matched the colors of their boyfriends’ cars is pretty fabulous.”

**She’s a collector** “I love the initial thrill of the hunt and then having the vision to rework a piece into something more modern.”

**I am Trad** “I enjoy old-school fun. There’s nothing better than a game of Monopoly on a rainy afternoon, or sitting on a dock for hours with a bamboo fishing pole.”

“CLASSIC DESIGN MEANS SIMPLE, TIMELESS PIECES.”