



# Dior

with  
Alexis Traina & Victoire Reynal Brown

invite you to celebrate  
the opening of the Dior boutique and to discover the

## Cruise 2014 Collection

on Thursday, November 21st, 2013  
from 11am to 1pm

Dior Boutique  
Saks Fifth Avenue, 2nd Floor  
384 Post Street  
San Francisco

RSVP

[Dior@allisonspeerpr.com](mailto:Dior@allisonspeerpr.com)

Valet Parking Provided



November 22, 2013

## Dior Fetes San Francisco Saks Boutique

*By* AMY WICKS

During the opening party to fete Dior's new in-store boutique at San Francisco's Saks Fifth Avenue on Thursday morning, Katie Traina and cohost Victoire Reynal Brown huddled in one corner, discussing one of the sartorial challenges of living in this laid-back city: daytime dressing.

"This isn't a dressy city," said Reynal Brown. Added Traina: "We do have a lot of evening events, and that's easy to dress for. I can do cocktail and I can do casual, but the daytime lunch thing? It's more difficult."

In their view, it's all about finding the perfect coat. Cohost Alexis Traina seemed to agree and zeroed in on one, a wool scarlet car coat from the fall collection. "These beautiful silhouettes feel so fresh," she said.



**Tatum Getty and Victoire Reynal Brown**

*Photo By Ben Hider*

An hour into the party, which drew the likes of Stephanie Ejabat, Sloan Barnett, Jacqueline Sacks, Summer Walker, Pam Baer and Deepa Pakianathan, it was clear that this wasn't one of those shopping events that are just about the open bar.

Women were practically lining up in front of the dressing room (the size of a New York City studio apartment) and lingered inside the boutique, which was painted that familiar shade of Dior gray. Hardly anyone went away without a shopping bag in hand.

"There are so many good layering pieces here," said Tatum Getty, a recent arrival to San Francisco from Los Angeles. "That's what I've picked up so far in San Francisco. It's classic, a little more conservative and all about layering."

November 22, 2013

## SAKS FIFTH AVENUE S.F. + DIOR

Alexis Swanson Traina and Victoire Reynal Brown hosted an afternoon tea to fête the opening of **Dior's** new boutique inside San Francisco's **Saks Fifth Avenue** on Thursday, November 21. Filled with the French fashion house's cruise '14 collection, the second floor salon evoked the line's refined Parisian aesthetic made famous by its founder, Christian Dior. Guests including Stephanie Ejabat, Sloan Barnett, Katie Traina, Jacqueline Sacks, Barbara Brown, Summer Tompkins Walker, Pam Baer, and Deepa Pakianathan got a look at designer Raf Simons' latest confections for the storied house. Simons is known for creating elegant minimalist lines, including those in the singular red coat that hostess Swanson Traina donned during the afternoon celebration. Swanson Traina confided that her first Dior piece was actually a vintage blouse she discovered in her mother Elizabeth's closet. "It quickly became mine," she confessed.



## DIOR'S LAUNCH AT SAKS FIFTH AVENUE, SAN FRANCISCO

Photography by Drew Altizer. Published 21 November 2013

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Alexis Traina, Stephanie Ejabat



Sloan Barnett

Christian Dior celebrated the opening of its new boutique inside San Francisco's Saks Fifth Avenue with a preview of the 2014 Cruise Collection, hosted by Alexis Traina and Victoire Reynal Brown.

The gorgeous new space, designed in Dior's signature style, is surely to become a new couture haven for some of the area's best dressed women, such as guests Stephanie Ejabat, Sloan Barnett, Katie Traina, Jacqueline Sacks, and Pam Baer.

