

The Last Smart Management Christian Dior did

“There's a Reason Everyone Still Loves Dior.” Seventy-four years after its founding, the Christian Dior brand is still popular around the world. The brand Christian Dior was born in 1946 at 30 Avenue Montaigne in Paris, France, by Christian Dior, but lost its founder within a short period of 12 years after its establishment. Dior was in a management crisis just 12 years after the brand's founder died, but it has been saved by a variety of diverse and fascinating designers like Yves Saint Laurent and John Galliano.

So how did fashion designers Yves Saint-Laurent and John Galileo protect the Dior brand? In fact, in the months leading up to Dior's death, Dior was training its next designer. That designer was Yves Saint Laurent, who was only 21 years old. Dior was beginning to entrust him with important work. And then, suddenly, the time came. Christian Dior died of a heart attack at the young age of 53. Thanks to Dior's teaching of business administration to the outstandingly talented Saint-Laurent, the company was able to proceed smoothly after Dior's death. Management must select and train successors in case of emergency.

Here are some essential tips for training successors. First, in the successor's education, it is necessary to take over the company's own intellectual property, such as "corporate ideology", management policies, and "management practices" that respond to changes in the environment. It is also crucial for successors to acquire knowledge and experience for business succession with motivation. It is also important for educators to communicate closely with their successors, not to be over confident in their succession with assumptions or imagination, but to follow the systematic training while checking each other. It is also important to understand of the succession of businesses to successors from employees and outside the company. If the succession of the business is carried out without the recognition of the successor, it will be difficult for them to take the initiative in management. At the same time, education for them should foster support for succession from their

subordinates.

Then what are the different types of business succession? There are three main types of business succession. The first is intra-family succession, which refers to the succession of the business to the children or relatives of the owner. The second is employee succession, which is the succession of the business to non-relative executives and employees. And last is Mergers and Acquisitions (M&A), which refers to the purchase of a company by a third party other than relatives or employees. When the founder of Christian Dior passed away, the business was succeeded by Yves Saint Laurent, who was the designer of the brand at the time, so it can be said to be an employee succession. The advantage of employee succession is that it can be carried out smoothly if the employee has been with the company for a long time and is familiar with the business conditions and management methods of the current management.

Here's an example of a business succession with Chanel, who is often listed as Dior. Chanel has been in a slump since the death of Coco Chanel, founder and brand leader. After Coco's death, Jack Vertemer was in charge of Chanel's management. He had a grandfather, Pierre Vertemer, who, along with Coco Chanel, co-founded the current Chanel brand. Unfortunately, however, he has no talent for management, and his signature perfume, "No.5," has become a second-rate product. Then Alan Weltemer, Jack Weltemer's son, takes over quickly at the age of 25 and tries to rebuild Chanel. In addition to implementing a strategy to restore the image of "No.5," which was still Chanel's signature, Chanel also started the pretaporte business, and Chanel regained its prosperity. The transition from Jack Weltemer to Alan Weltemer is a family succession. The advantage of succession within relatives is that they can be raised as successors from an early age. You can teach them how to prepare themselves and how to prepare themselves at an early stage.

In conclusion, in order to protect the company, the management must select and train successors in case of emergency. In the process of nurturing successors, it is

necessary to communicate with each other to ensure that they take over the corporate philosophy, management policies, and business practices, and that they themselves acquire the knowledge and experience to succeed to the business.

In this research on the history of Christian Dior, We found that he was not only a man of aesthetic sense, but also a man of business sense. His management at the end of his life are one of the reasons why the brand Christian Dior continues to attract so many people even after 74 years.

(782words)

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