

First Big Break
A letter from Vogue editor Diana Vreeland praising her dresses gives Diane the confidence to pursue her vision.



On Wilshire
An advertisement for the May Company, the department store formerly housed in the building that is now home to the Journey of A Dress exhibition.
Photo: Peter Kredenser



American Dream
Diane is featured on the cover of Newsweek with an article crowning her "The most marketable woman since Coco Chanel."
Photo: Francesco Scavullo



Who's That Lady
Iman models the wrap dress on the Diane von Furstenberg runway.



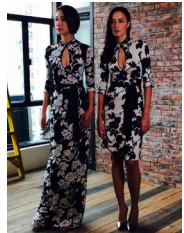
Material Girl
Madonna turns to the classic silk jersey wrap dress to deliver a speech in Tel Aviv.



Star Power
Penelope Cruz wears the wrap dress in Pedro Almodovar's film, 'Broken Embraces.' Almodovar styled the character after Diane, using images and inspiration Diane sent at his request.



An Education
First Lady Michelle Obama wears the wrap to visit the the Siete de Enero school in Mexico City.



Powerful Combination
The iconic wrap dress meets a traditional qipao Chinese dress in a new wrap style for the Chinese New Year.



Word Gets Out
The new wrap dress appears alongside a wrap top and pants in one of the first buying reports.



In the Spotlight
A newly discovered Jerry Hall models the wrap dress in a Diane von Furstenberg fashion show at the Pierre Hotel in New York.
Photo: Nick Machalaba



New Horizons
A vintage ad for Diane's first perfume, Tatiana, features a wrap dress in a small floral print.



Booming Business
With sales of the wrap dress exceeding the one million mark, Diane busily fills orders from her warehouse.



Big Screen Debut
Cybill Shepherd wears the wrap dress in Martin Scorsese's Taxi Driver.



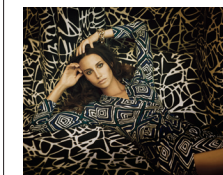
Triumphant Return
Ingrid Betancourt wears a wrap dress for her first interview after being held captive for six years.



The Wrap Dress Returns
Daniela Z. models the wrap dress for its re-launch campaign shot by Bettina Rheims.



Glamorous Life
Costume designer Michael Wilkinson chooses several wrap dresses to be worn by Amy Adams in David O. Russell's 'American Hustle.'



Singular Vision
Diane von Furstenberg photographs her own ad campaign featuring Ali Kay —model and future mother of Diane's grandchild, Leon— in the wrap dress.



New Kid on the Block
As a 40th anniversary gift to the brand, Diane introduces the new wrap, the Amelia, featuring a silk jersey top and Mikado flare skirt.