2-22-1984

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CHRISTIAN DIOR PRESIDENT TO SPEAK
AT THE UNIVERSITY OF DAYTON

DAYTON, Ohio, February 22, 1984 -- Colombe Nicholas, a 1964
University of Dayton graduate and president of Christian Dior, New York,
will discuss her philosophy of career advancement on Monday, March 5, at
8 p.m. in the John F. Kennedy Memorial Union Boll Theatre on the UD campus.

The granddaughter of a Russian immigrant, Nicholas started college
when she was 15 and earned a law degree from the University of Cincinnati
by the time she was 23. In 1970, after working as a legal aid lawyer in
Cincinnati, she moved to New York and worked as a buyer at Macy's, branch
divisional manager at Bloomingdale's, and vice president at Bonwit Teller.

Her fluency in French and ability to speak without the aid of a
translator to the chairman of the board at Christian Dior set Nicholas
apart from other candidates for a leadership position there. She was named
president in 1980, and in her first year, sales of Dior's 30 U.S. licensees
were up nearly 50 percent, to $220 million.

The lecture, which is scheduled during National Women's History
Week, is sponsored by the UD Student Association. It is free and open to
the public.

For more information, contact the UD Student Association at
229-4444.