

FRAGRANCE AND PERSONAL CARE

## Christian Dior pushes makeup with new 2021 cruise line drop

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*Dior's new 2021 cruise look is inspired by the southern Italian region of Puglia. Image credit: Dior*

By DIANNA DILWORTH

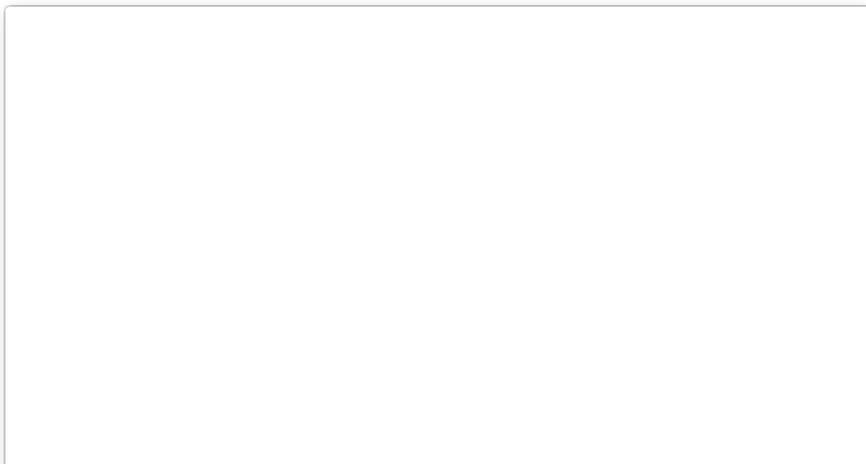
LVMH-owned French fashion house Christian Dior has kicked off a new campaign for its 2021 cruise collection and a push specifically for the makeup component.

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The cross-channel campaign includes social media, online video, images and email promoting the new looks and the supporting cosmetics by Peter Philips, creative and image director for Dior Make-up. Beauty is a category that has performed reasonably well during COVID-19 lockdowns.

"Dior's flawless yet ultra-natural beauty is catering to the current consumer mindset, as well as the logistical limitations of a socially distant and hygienic backstage beauty set-up," said Livia Stefanini, a London-based luxury consultant.

"The pandemic has hit the beauty salon industry hard, given it is an extremely tactile industry," she said. "Overtly glamorous and professional looks can seem too difficult, if not inappropriate. Dior's cruise makeup aesthetic balances accessibility with aspiration."



[View this post on Instagram](#)

The Piazza del Duomo in Lecce was the location for the audience-free unveiling of the #DiorCruise 2021 collection by @MariaGraziaChiuri this evening. Over 2000 years old, this historical city, with its elaborately carved Baroque facades in pale limestone, is one of the most beautiful in Puglia, the region that inspired the collection, and whose jewel-colored traditional luminarie provided the show space's otherworldly structure. Photo by @Alepix

A post shared by Dior Official (@dior) on Jul 22, 2020 at 7:00pm PDT

*Dior's cruise 2021 show was full of lights but had no audience.*

Virtual fashion show

Dior dropped the new 2021 cruise line look on its social channels through images and film.

The looks include long dresses and understated colors inspired by the natural beauty, history, culture and crafts of the southern Italian region of Puglia where the show was held. Creative director Maria Grazia Chiuri also has a family connection to the region.

The event was full of lights and took place at The Piazza del Duomo in Lecce. The venue was lit up like a summer fair but there was no audience in attendance due to the pandemic restrictions on large gatherings. The message in lights: "We rise by lifting others. Be a builder of unguilt. The time for equality is now."

"Over 2,000 years old, this historical city, with its elaborately carved Baroque facades in pale limestone, is one of the most beautiful in Puglia, the region that inspired the collection, and whose jewel-colored traditional luminarie provided the show space's otherworldly structure," read an Instagram post.



*Dior is promoting its new 2021 cruise make-up look by offering a two-day presale on its mascara. Image courtesy of Dior*

#### Glowy skin

The company is also promoting eye shadows, foundations, lipsticks and nail colors in subdued colors inspired by the region.

The model's lips were prepped with a Dior Lip Sugar Scrub and then heightened with a Dior Lip Maximizer. The eye makeup is a new Overcurl 090 mascara that is already available in Asia and will drop in the United States and Europe in September. The mascara is available exclusively for pre-sale at Dior.com July 22-24.

"As the global economy and luxury industry struggle, beauty products and makeup have become a more attainable luxurious treat," Ms. Stefanini said. "The effortless and luminous look is far from intimidating, which is perfect for these uncertain times, while the focus on eyes seems particularly relevant as face masks become an every-day accessory."

Dior has been pushing skincare and cosmetics recently, a category that many affluents are still splurging on for self-care during the pandemic.

The brand recently ran the Dior Prestige summer campaign pitching its skincare products in a cool pastoral pitch for country living in warm weather.

The cross-channel campaign promoted the idea that using these Dior summer skincare products from dawn until dusk could keep the skin vibrant while sunning, swimming and lounging in the summer sun.

"With Dior's evolution into a home of modern feminine power, the target is becoming more contemporary, speaking to a woman who is not only sophisticated but also fresh and youthful," Ms. Stefanini said.

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