

APPAREL AND ACCESSORIES

Dior cruise collection debuts without live audience

July 23, 2020



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

By LUXURY DAILY NEWS SERVICE

French fashion label Christian Dior found inspiration from its creative director's home country for its cruise 2021 runway show, which took place without a live audience.

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Maria Grazia Chiuri presented the show at the Piazza del Duomo in Lecce as a "love letter" to the Puglia region in southern Italy. Echoing recent Dior efforts, local artisans also collaborated on the cruise collection.

Cruise collection collaborations

The colorful and textured runway show featured many references to the culture of Puglia.

For instance, fabrics from the region's Le Costantine Foundation were used in Bar jackets, while the workshop's motto *Amando e Cantando*, or "Loving and Singing," was woven onto skirts.

Constructing the magical set for the unveiling of the [#DiorCruise](https://t.co/akWsXTLiKd) 2021 collection by Maria Grazia Chiuri <https://t.co/akWsXTLiKd>, the 'luminarie' represent a tradition and a savoir-faire native to Puglia, and also offered an ideal framework for the text art of Marinella Senatore. pic.twitter.com/yAdxkHurNJ

Dior (@Dior) [July 23, 2020](#)

Dior is continuing to collaborate with artisans for its cruise collections

Similarly, Dior worked with social project Sumano to facilitate its collaborations with Moroccan tribes and local female artisans ahead of its cruise 2020 show in Marrakech.

Before and after that show, content posted on Dior's social media channels shared more details about artisans' involvement with a wider audience, ensuring that the brand's efforts reach beyond those in attendance ([see story](#)).

While the cruise 2020 show had a star-studded guest list, this years' models did not have an audience in adherence to social distancing guidelines.

In light of the coronavirus crisis, fellow LVMH fashion label Louis Vuitton went with a different approach for its 2021 cruise collection.

Hhamppered by the inability for many store buyers, media and influencers to travel, Louis Vuitton released a mix of photographs and videos standing in for an in-person fashion show for the collection.

Called "Game On," the 2021 cruise collection was presented by Louis Vuitton women's collections creative director Nicolas Ghesquire as an inner journey and a rediscovery of self, making this an exploration infused with freedom and games. The looks and videos appeared on Instagram ([see story](#)).

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