

APPAREL AND ACCESSORIES

Dior debuts cruise 2021 collection in hauntingly artistic campaign

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The Dior cruise 2021 campaign showcase Italian culture. Image credit: Dior

By NORA HOWE

LVMH-owned French fashion label Christian Dior is putting a dramatic spin on cultural traditions in its cruise 2021 campaign, which features a chilling and expressive filmed performance of the Pizzica Tarantata.

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Designed by creative director Maria Grazia Chiuri, the collection celebrates traditional Italian arts and pays homage to the landscapes and nature of Puglia, a region in southern Italy. The film, directed by renowned French director Fabien Baron, showcases the collection through an evocative performance of the Pizzica Tarantata, a traditional Italian folk dance in which a spider's bite leads to a healing song and dance.

"Having this earthy campaign that blends dance along with models to showcase the movement of the pieces creates a new way Dior to express its collection," said Kimmie Smith co-founder of [Athleisure Mag](#), Atlanta. "This campaign strips down everything to the core of the brand - the clothes, how they're worn and how one feels wearing them."

"Allowing the natural aesthetics of the brand to be highlighted allows the house to shine," she said.

An Italian influence

The video campaign comes three months after the brand's runway show was staged in Lecce ([see story](#)). Puglia's regional qualities pervades the collection and creative direction of the campaign.

Ms. Chiuri was inspired by anthropologist Ernesto De Martino to explore her Italian roots, which led to a discovery of different beliefs and traditions. Tarantism, a psychological illness characterized by an extreme impulse to dance caused by the bite of a wolf spider, is a commonly held belief in the Puglia region and the centerpiece of the Cruise 2021 collection.

Thus, Dior presents a filmed performance of the traditional Pizzica Tarantata in the new campaign.

Discover the Dior Cruise 2021 Campaign

The visually- and audibly-stimulating film, which runs nearly three minutes long, celebrates the collection's savoir-faire and especially highlights the Italian-inspired skirts and dresses through the artistic movement of pizzica.

With the light and airy dresses accentuated by delicate lace and corsets featured in many of the ensembles, Dior seems to be nodding to a reinvention of femininity in the new womenswear collection.



Dior Cruise 2021 Collection. Image credit: Dior

The juxtaposition of such a delicate collection with the edgy and almost haunting concept of the film suggests an openness in luxury fashion to incorporate a multitude of design and creative elements to create effective and compelling campaigns.

An edge in fashion

Perhaps the month of October inspires a more eerie creative approach, or brands are shifting to more vivid and edgy storytelling.

Dior recently released a surrealist campaign to promote its classic perfume, Hypnotic Poison. Described as unsettling, hypnotic and bewitching, the eau de toilette is the centerpiece of a short starring an enchanting young woman who dabs it on while sitting in a French mansion. The spooky video serves to cast the perfume in a beguiling light and make the Dior Parfums brand seem mysterious ([see story](#)).

French fashion label Balenciaga curated an obscure and theatrical runway spectacle for the autumn/winter 2020 collection. It presented models on a flooded runway in a frightening apocalyptic show, bringing awareness to the threat of climate change.

At this year's Paris Fashion Week, the label debuted a music video featuring models walking purposefully through the dark streets of Paris, going through changes and morphing into new people as they went ([see story](#)).

"Using theatrics in this way allows brands to highlight an array of artistic endeavors and embrace new art forms that allow them to be seen by those that may not be as familiar with the brand," said Ms. Smith.