

APPAREL AND ACCESSORIES

Dior explores inspiration for its cruise collection in new documentary film

November 10, 2020



Dior spotlights Lecce in new documentary. Image credit: Dior

By LUXURY DAILY NEWS SERVICE

French fashion house Dior is revealing the historical and present culture of the southeastern Italian region of Puglia through a fascinating new immersive documentary, offering insight into the development of the brand's cruise 2021 collection.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246** ▶

Earlier this year, Dior presented the cruise 2021 collection at the Piazza del Duomo in Lecce, a city in the Puglia region, where it blended the brand's heritage with the region's traditions and craftsmanship. The documentary deeply examines the inspiration drawn for the collection and explores a place held close to the heart of Dior creative director Maria Grazia Chiuri.

Dior in Puglia

The 33-minute film features Ms. Chiuri herself, various artists, craftspeople and creators in Lecce who discuss the history and tradition behind their work and their region.

"It's been a dream to be able to put together a cruise show here," says Ms. Chiuri in the film. "For us, it's a very important collection.

"This has been a great pleasure because, besides being so connected to this region, I love it very much," she says. "It's also a way of showing not just others, but those who live here, in a different way, the beauty that is here."

Dior in Puglia

Throughout the film, Ms. Chiuri explains her connection to Lecce, her perpetuation of Dior's long-established internationalism, the special collaborations with local artisans and, ultimately, the unfolding of the iconic show held in the city center this past July.

The film was produced by Saietta Film and directed by Italian filmmaker Edoardo Winspeare.

Last month, the French fashion label released the campaign promoting its cruise 2021 collection in a visually and audibly stimulating short film, celebrating the collection's savoir-faire and especially highlighting the Italian-inspired

skirts and dresses through the artistic movement of pizzica ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.