

ARTS AND ENTERTAINMENT

Dior provides a lesson in dance in artistic effort

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Dior Cruise 2021 show. Image credit: Christian Dior

By NORA HOWE

French fashion house Christian Dior is highlighting the choreography and inspiration behind the elegant and effortless movement from the cruise 2021 show in a new dance tutorial.

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In collaboration with choreographer and artist Sharon Eyal, Dior delivers an inside look at how the cruise 2021 show came to life on the runway. While shedding light on the power of dance and art in fashion, the new campaign teaches viewers a sequence from the show.

"The House of Dior was originally known for more minimalist designs," said Rebecca Miller, founder/CEO at [ARTful Communication](#), New York. "Over the years, as head designers were transitioned in and out, the brand took risks venturing into more dramatic designs and even adopting some masculine influences.

"The dance and fashion collaboration is another way for Dior to express its leading understanding of how to reach a broader audience, respecting and using talent from other art forms to introduce its collection," she said. "It is a way to humanize the collection."

Art of dance

The cruise 2021 show initially took place in July at the Piazza del Duomo in Lecce, Italy and featured the collection in a dynamic and artistic presentation choreographed by Ms. Eyal.

In the new campaign video, Dior highlights how the Israeli dancer and artist brought the collection to life through a contemporary routine, how she worked with her dancers and what her relationship with Dior signifies.



Dior Cruise 2021 Collection. Image credit: Dior

"When I met Maria Grazia, I really felt this connection," Ms. Eyal says in the beginning of the 9-minute film. "I think chemistry between people is all about magic."

Ms. Eyal describes her approach to choreography, explaining how the dancers would film her dancing freely and then replicate her movements. As she explains her process, short clips of dancers filming, practicing and dancing play.

"Without the system and the structure, it's nothing," she says. "The improvisation is in the heart and emotion, but I believe in a system that is organized, where on top of that you can be free."

Dance and Dream with Dior

The first two minutes of the film follow Ms. Eyal as she discusses the importance of art and dance in fashion, but the last seven minutes focus on a Dior dancer and assistant choreographer as she teaches the movements of one segment from the Cruise 2021 show.

"The fusion of dance and fashion is a natural pairing," Ms. Miller said. "This collaboration emulates other industries such as food and wine pairings, a soundtrack to enrich a movie's script or architecture that expresses the owner's style all very fluid and intertwined in the constructs.

"If we examine the fundamental elements of each, the collaboration becomes obvious," she said. "Both encompass the human body, movement, discipline, emotions, intimacy and expression."

The art of Dior

Over the years, the French label has found inspiration in art, from incorporating artistic elements into runway shows to telling artisan stories through digital campaigns, it has placed a significant emphasis on craftsmanship and creativity while honoring the brand's traditions.

Last month, Dior revealed the newest class of artists in the fifth edition of its "Lady Art" campaign, an annual celebration of creativity and craftsmanship.

For the fifth edition of Dior Lady Art, a new collection of artists from around the world created unique interpretations of the iconic Lady Dior bag. Through a series of short videos, Dior showcased these artists and their creative processes and inspiration behind their unique pieces ([see story](#)).

In July, the fashion label found inspiration from creative director Maria Grazia Chiuri's home country of Italy for its cruise 2021 runway show. Ms. Chiuri presented the show at the Piazza del Duomo in Lecce as a "love letter" to the Puglia region in southern Italy.

Echoing efforts made by Dior previously, local artisans collaborated with the brand to bring the cruise collection to life ([see story](#)).

"Dior invited its clients behind the scenes to share the creativity, as expressed in this partnership, with the intent of casting a light on the brand's awareness of the changes in the world in an inclusive, artistic manner reengaging their customers while attracting a potential younger audience which may be seen through all new media," Ms. Miller said. "A new lens for a new era."

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