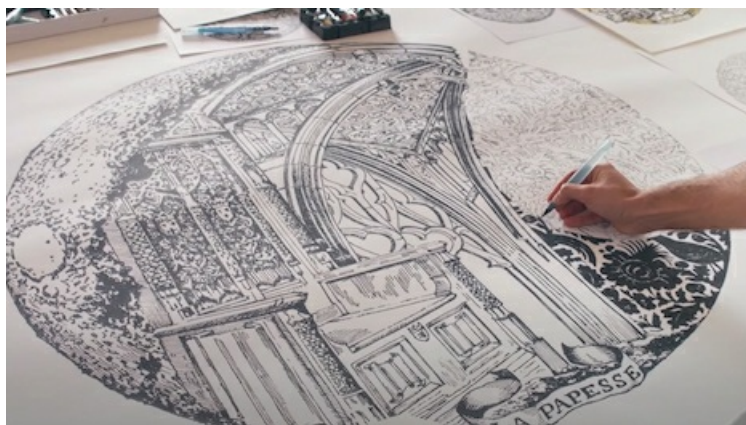


APPAREL AND ACCESSORIES

Dior shows it takes a village to make haute couture

April 26, 2021



Dior illustrates the meticulous process and inspiration behind its spring/summer 2021 haute couture collection. Image credit: Dior

By KATIE TAMOLA

French fashion house Dior is spotlighting the meticulous work of crafting a couture collection in a short documentary film.

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The vignette, "How A Dior Haute Couture Collection Comes To Life," addresses every aspect of thoughtful creation from the inspirations for the spring/summer 2021 haute couture collection from design drafting, fabric selection, final fittings, to photoshoots and more. The 11-minute film is a testament to how Dior inherently aims to be a beacon of expression through their products.

"When people see all the hands that concept a line, touch the fabrics and those that are involved in the campaigns, it explains why the house has the heritage it does and why it retails at the stated price," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York. "It also allows you to see how others interact with the brand as we have the ability in this campaign to see the behind-the-scenes elements."

"Seeing the models holding the garments allows the audience to see how their bodies are hyper-aware of the garments and jewels that they're wearing as well as the environments that they are placed in," she said. "Behind-the-scenes allows you to understand the time and effort that is taken in order to put these collections together."

Tarot tales and textures

Dior's film highlights the extreme thought and consideration that goes into crafting the house's couture. The vignette delves into the thought behind every step and stitch in the spring/summer 2021 collection.

The new video opens explaining that the collection is inspired by the world of tarot, which was an important part of founder Christian Dior's life.

How A Dior Haute Couture Collection Comes To Life

Maria Grazia Chiuri, the house's creative director, begins describing her work to reinterpret the symbols and art present in tarot cards with Italian artist Pietro Ruffo. The shot then cuts to Mr. Ruffo, drafting intricate designs based on tarot cards.

Viewers see images of Mr. Ruffo sketching and painting different designs as voiceovers explain that there are different tarot decks. The team is specifically focusing on Visconti-Sforza, the oldest known tarot card deck in the world.

Dior had previously revealed the couture collection in a 15-minute long epic inspired by the Visconti-Sforza. Italian director Matteo Garrone to create a filmed interpretation of the collection named *Le Chteau du Tarot*, which followed a young woman as she encountered 15 different characters of the Visconti-Sforza in a mysterious castle ([see story](#)).

"The idea was to replicate these pictorial elements and colors on the dresses," Ms. Chiuri's voiceover explains as there are several closeups of disparate tarot cards and their detailing.

A member of the design team then begins painting the inside of a flower, explaining that after the team receives Ms. Chiuri's brief, they ponder further inspirations and details for the collection. She explains that they considered medieval paintings, theatrical scenery, contemporary art and work from all around the world.

Each member of the team does their own research and experimentation, then presents their findings and work to Ms. Chiuri. The group then brainstorms ways of positioning the designs onto the clothes before then discussing material selection with the fabric team, ensuring the materials selected help the designs to be at their most vibrant.

The entire short film is a testament to a team effort, highlighting how the experts involved in the different areas of design of the dress all must come together to bring Ms. Chiuri's renderings to life.

"Haute couture is a collection involving close collaboration, whether with the creative studio or workshop," a voiceover says.

Viewers watch as mockups of two dresses are created while HongBo Li, atelier designer at Dior, explains fabric selections aiming to reflect Dior style. The shot then cuts to the workshop handling velvet, and a voiceover explaining more fabric details.

A member of the Dior team then explains that once they have their fabric set, they go back and hand paint on the fabric to make the designs pop.



Not a single detail is left unconsidered in the latest behind-the-scenes Dior effort. Image credit: Dior

"That's also the challenge of each couture collection, reinventing and refreshing the techniques used," the designer says.

Another worker discusses themes often seen in couture collections, focusing on jacquard, a fabric base where exposed threads are woven in to form patterns. Viewers then meet yet another member of the Dior team who works to create specific embroidery for certain collection pieces.

Someone else then explains the house's work with an external workshop, Maison Paloma, to achieve more meticulous detailing of fabrics.

The entire video shows everyone working diligently to be a part of a well-oiled machine, ending ultimately with footage from the Matteo Garrone's film *"The Tarot Castle,"* which he and Ms. Chiuri created to showcase characters wearing the collection.

The video ends as it began, with an ode to the collection's roots: tarot.

"I think it's normal and human to seek comfort in magic and fantasy, so as to imagine a more peaceful future," Ms. Chiuri says.

Staying true to the brand

As the spring/summer 2021 haute couture collection centers on the tarot theme, Dior is continuing to channel and celebrate the mystical and mysterious in its newer collections.

The French fashion house also blurred the lines between time and space with a mythical, dreamlike take on its fall/winter 2021-2022 ready-to-wear collection and presentation.

With this collection and film, Ms. Chiuri aimed to challenge and revisit stereotypes and archetypes, creating a narrative projected into the future. To accompany and promote the digital show, Ms. Chiuri commissioned five animated teasers from five international female illustrators ([see story](#)).

Several brands continue to utilize behind-the-scenes and intimate stylings of content to highlight their brand ethos.

Dior has consistently produced content offering views on what has inspired the brand and spotlighting those who have made an impact on the house.

Last month, Dior spotlighted the women who inspired the house founder in the latest episode of its podcast series, *Dior Untold*.

Dior Untold provides an opportunity for consumers to immerse themselves in the world of Dior, getting to know its creator and his innermost inspirations. The second episode of the podcast series, released nearly a year after its debut, examined the personal life of Christian Dior, discovering the women who inspired him and set a path for the brand ([see story](#)).

"[This kind of campaign] allows you to see the evolution of the brand that includes its core components that are synonymous with the house, while also seeing where creative distinctions are made from one season to the next," Ms. Smith said. "It also highlights the efforts of those that are involved, it allows people to know more about the titles of what these artisans and creatives, do whether they look for them in the future or become aware that this is a field that they may want to do."