

APPAREL AND ACCESSORIES

Dior elaborates on cruise collection designs in new films

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The Dior cruise 2022 show took place in Athens' Panathenaic Stadium. Image credit: Dior

By SARAH RAMIREZ

French fashion label Christian Dior is sharing behind-the-scenes footage of the creation of its cruise 2022 collection, continuing the brand's tradition of spotlighting the work of artisans and the influence of different cultures.

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Creative director Maria Grazia Chiuri presented Dior's cruise 2022 collection in Athens' Panathenaic Stadium on June 17. Since the unveiling, Dior has released companion films on the crafting of the collection extending the collection's exposure when media and guests are limited at runway shows.

"It's extremely important for Dior to offer so much detail about its cruise collections because they're able to better storytell their process of how their products came to fruition and create a desire from start to finish," said Dalia Strum, founder of [Rethink Connect](#) and professor at [The Fashion Institute of Technology](#), New York. "Essentially, the viewer becomes part of the creation process, and that experience is quite impactful to motivate people to purchase those items.

"Without using discounts or coupons, which would be completely off-brand for Dior, it is focusing on culture, literature, history and most importantly, creation to keep its audience engaged," she said.

Classical inspiration

The 2022 cruise collection was inspired by a 1951 photograph of one of the founding designer's haute couture collections taken near the Parthenon, an ancient Athenian temple. This classical Grecian influence is apparent in the collection's draped, one-shoulder gowns, white suits and blue and gold accents.

The show's venue, the Panathenaic Stadium, serves a metaphorical bridge between the ancient and modern, as well as sport and culture.



Select pieces for the collection were woven using traditional Greek silk weaving techniques. Image credit: Dior

The site was home to a racetrack in the 6th century BC before an early limestone stadium was built in the 4th century BC, which was reconstructed with marble in the 2nd century AD. An excavation followed in the 19th century, with the most recent extensive reconstruction taking place in the 1890s.

This history is briefly explored in "A Voyage into the Past for Cruise 2022," a vignette that follows Ms. Chiuri on a visit to the Heraklion Archeological Museum on the island of Crete.

Beyond the standard film of the runway show itself and videos of guest reactions, Dior also delves into the craftsmanship of the collection in a series of vignettes.

Dior involved several artisans in the development of the collection

One artisan spotlighted is Aristides Tzonevrakis, a Greek embroiderer and tailor. He worked with Ms. Chiuri on a special embroidery for a jacket and a Dior book tote, adapting traditional motifs to enhance the designs.

Dior also collaborated with Kostas Mouhtaridis and Silk Line, his family-owned fabric mill, to reimagine classic mason textiles and prints, such as houndstooth, through a traditional silk weaving technique.

Other collaborators include Greek artist Christiana Soulou, atelier Tsalavoutas and Italian artist Pietro Ruffo.

Celebrating craftsmanship

While these insightful videos have taken on more importance during the COVID-19 pandemic, Dior has been highlighting the contributions of artisans for several cruise collections.

The fashion house worked with social project Sumano to facilitate its collaborations with Moroccan tribes and local female artisans for its 2020 cruise collection. The collection was presented in Marrakech, Morocco, and Dior sought to circumvent any accusations of cultural appropriation by sharing more details about artisans' involvement with a wider audience on social media ([see story](#)).

Similarly, Dior revealed the historical and contemporary culture of the southeastern Italian region of Puglia through an immersive documentary, offering insight into the development of the brand's cruise 2021 collection. 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 ([see story](#)).

"For the same reason people enjoy books and movies, people are able to take a true appreciation as these fashion items come to life," Ms. Strum said. "The art of storytelling is the most important part of building a brand with a strong, highly engaged community."