

APPAREL AND ACCESSORIES

## Dior honors heritage, femininity in dramatic cruise campaign

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Filmmaker Fabien Baron returns as a Dior collaborator. Image credit: Dior

By SARAH RAMIREZ

French fashion house Christian Dior is honoring its history with a haunting film campaign for its 2022 cruise collection.

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Directed by Fabien Baron at the historical Temple of Zeus, "Female Divine" is inspired by a famous Dior shoot at the Acropolis 70 years ago. The classical setting also imbues the campaign with a sense of timelessness and history.

"Maria Grazia Chiuri, creative director of Dior, has repeatedly emphasized the importance of visiting the brand's archives in search of inspiration," said Thoma Serdari, director of fashion and luxury MBA at [NYU Stern](#) and author of *Rethinking Luxury Fashion*, New York.

"She considers the brand's entire lifespan as a legitimate reference point against which she wishes to respond creatively," she said. "In re-interpreting the photo shoot in front of ancient Greek monuments, Ms. Chiuri allowed herself to work within the Dior DNA but did not shy away from innovative elements such as edgy cuts, bold silhouettes, playfulness between transparent and opaque to make the collection contemporary and relevant today."

Divine Dior

The new vignette borrows many atmospheric elements from Mr. Baron's film for Dior's 2021 cruise collection.

Set in Puglia, the 2020 campaign showcased 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 ([see story](#)).

*The 2022 Dior cruise campaign is set in Greece*

Similarly, "Female Divine" opens with an eerie shot of the Greek ruins shrouded in darkness. Golden smoke adds to the dramatic scene.

A group of models stands huddled together in front of the temple. They slowly start dancing, unraveling their arms as if honoring a higher power.

The tempo of Ioanna Gika's stirring song "Artemis" an allusion to the Greek goddess of the wild and the hunt begins

to build. A model wearing a white gown appears in the background and begins chanting.

A gauzy white fabric floats down from the sky and begins wrapping itself around the dancers' limbs.

In daylight scenes shot in a sepia tone, other statuesque models pose in Grecian-inspired gowns. Again, they are wrapped with the ethereal floating fabric.

"The authenticity of the film relies on how both Chiuri and Baron worked with the local Greek traditions," Ms. Serdari said.

"In Chiuri's case, we see a lot of pleats and nods to traditional Greek forms of dress," she said. "While Baron brought his vision to fruition by closely collaborating with the Hellenic Ministry of Culture and incorporating the work of Greek artists ancient monuments, contemporary Greek music and interpretation."

The daylight and night scenes begin to alternate, steadily increasing in speed echoing the duality of the ancient and modern. The vignette ends with the models in the respective scenes coming together in a circle, holding hands.



*Dior's autumn/winter 1951 haute couture show at the Acropolis. Photographer: Jean-Pierre Pedrazzini*

Others involved in the campaign include Greek choreographer Tzeni Argyriou, who finds inspiration in traditional forms of dance, and Dior stylist Elin Svahn.

Photographer Julia Hetta shot the editorial campaign, featuring models dressed in feminine gowns as well as the cruise collection's sportswear silhouettes. Many of the models carry the house's iconic handbags, including the Lady Dior, Dior Bobby and Dior Vibe.

"Lofty ideals of freedom and creativity are at the core of both Maison Dior and Greek culture," Ms. Serdari said. "There is an affinity that describes the bond between the two cultures as it has constantly existed, even if expressed in a variety of iterations, since the time of the French Revolution.

"In embracing this connection, both Chiuri and Baron supersede the specificity of this particular point in time and create a collection and film that aspire to reflect timelessness, creativity, refinement and artistic spirit."