

APPAREL AND ACCESSORIES

## Dior cruises into Seville with Adriana Ugarte for 2023 resort collection

August 17, 2022



*A scene from Dior's Cruise 2023 show. Image credit: Dior*

By AMIAH TAYLOR

In Parisian fashion label Dior's latest nostalgia-tinged campaign film, Spanish actress Adriana Ugarte prepares for the Dior Cruise 2023 show in her childhood hometown of Seville.

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

From a behind-the-scenes vantage point, the video follows Ms. Ugarte as she narrates her perspective on fashion and acting. Additionally, viewers get to experience the Dior Cruise 2023 and its beautiful aftermath.

### Spanish stars in Seville

The "Get Ready With Adriana Ugarte for Dior Cruise 2023" film is a part of the brand's ongoing #StarsinDior series. The video begins with Ms. Ugarte leaning over a balcony railing in a pink monochromatic outfit with hoop earrings, smiling wistfully.

She gracefully unfurls a Dior fan which is patterned in blue and white and then reveals that her maternal family is from Seville and that the city was an integral aspect of her childhood experience.

### *Adriana Ugarte brings viewers behind the scenes of Dior Cruise 2023*

Ms. Ugarte recalls that her initial experience working with Dior was when she worked with Spanish director Pedro Almodvar and was outfitted by the French fashion house for the Cannes Film Festival.

"When I prepare a character, how my role is dressed is essential," Ms. Ugarte said.

In her opinion, clothes speak volumes and create emotional narratives, which is why distinct curation is so vital.

In another scene, Ms. Ugarte speaks on the importance of getting relaxed and, thus, being able to attend shows as her true self. She defines her look for the Dior Cruise 2023 show as "very special", a fusion between Spain and France, and perhaps a nod to her cultural roots as well as Dior's.

### *Footage from Dior Cruise 2023 show experience rehearsals*

Ms. Ugarte is seen in a black mini dress with tie-front bow detail and a matching black Dior saddlebag with gold

hardware. At the Dior Cruise 2023 show, the actress is moved to tears and praises the collection as rich, serious, and dramatic.

The collection featured dark dramatic silks and leathers as well as red blazers and dresses with clear Spanish flair. Many of the models wore dark heavy makeup, and the grandeur of the clothing was elevated even more so by the accompanying dramatic performances from live singers and dancers.

"I cried, so yeah, the show was incredible," Ms. Ugarte said. "The music of Alberto Iglesias and the work of Blanca Li was like a piece of theater."

#### Affluent attendees

More than the backdrop for Dior's Cruise 2023 show, Seville is also a colorful and scenic city in its own right. Last year, French model Caroline de Maigret collaborated with Marriott International's hand-selected luxury and boutique hotel range, The Luxury Collection, to produce *A Night in Seville and the Morning After*, a guide to her favorite places to eat, stay, and explore ([see story](#)).

As more European luxury brands are showing collections in exotic destinations, attendees can expect to jet off to international locations to preview the latest runway styles.

With an understanding of the needs of affluent flyers, Dubai-based Emirates Airlines recently invested \$2 billion into their onboard customer experiences, to offer new amenities like unlimited caviar and vegan dining to their first-class customers ([see story](#)).

---

© 2022 Napean LLC. All rights reserved.

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