

APPAREL AND ACCESSORIES

Dior's cruise 2023 campaign is a flurry of flamenco

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Flamenco dancer Beln Lopez dancing on a tabletop to a soundtrack by Spanish composer Alberto Iglesias. Image credit: Dior

By LUXURY DAILY NEWS SERVICE

French fashion label Dior has debuted a new ad campaign for its Spanish-influenced cruise 2023 collection with a film showcasing the country's iconic flamenco dance.

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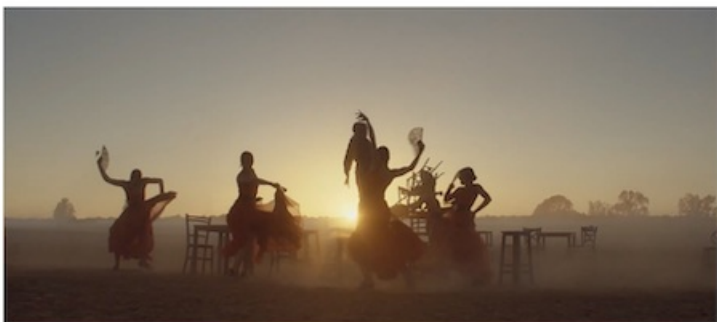
The collection and supporting campaign embody creative director Maria Grazia Chiuri's latest inspiration: a celebration of Andalusian culture. Andalusia is known for its Moorish-inspired culture distinct from other parts of Spain.

Dior is part of the LVMH empire of luxury brands.

With a clap

Directed by Fabien Baron, the 110-second campaign video, *La Capitana*, stars flamenco dancer Beln Lopez dancing on a tabletop to a soundtrack by Spanish composer Alberto Iglesias.

The campaign also includes photography by Laura Sciacovelli.



The Dior cruise 2023 film celebrates flamenco culture and Andalusian-inspired clothing and accessories. Image credit: Dior

The "icon" of Dior's cruise 2023 collection is the late flamenco dancer Carmen Amaya, known as "La Capitana," and by many as the best flamenco dancer of all time.

A major figure in the mid-20th century, she often performed in men's clothing the first female flamenco dancer to do so.

The collection, shown in June at the Plaza de Espaa in Sevilla, Spain, is a celebration of mixing masculine and feminine with Manila shawls and embroidered mantilla scarves alongside horsemen's pants, boleros, capes and plenty of velvet, taffeta and lace.

The Spanish-style color palette combines red, yellow, ocher and black.

The runway show for the collection opened with a dramatic flamenco performance, which continued throughout the show.

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