

TOP FASHION DESTINATIONS FOR THIS SEASON



As travel restrictions ease, luxury brands are up to their old tricks and flying around the world to unveil their upcoming collections. What fashion destinations are on the list this year?

Two years ago, a myriad of travel bans, border closures and general security concerns forced the fashion industry to come to a halt. All the expected extravagant runway expeditions from Malibu, California to Kyoto, Japan were put on hold and expected to never return. **Instead, celebrities, fashion editors and many others in the industry attended virtual fashion shows, leaving us to wonder when and if we would ever return to "normalcy."**

However, as restrictions begin to be lifted here and there, a few luxury giants have begun to host large international events again, such as Gucci's "Love Parade" show on Hollywood Boulevard in Los Angeles last November, Louis Vuitton's men's fashion show in Miami last December, an extravagant event in honor of the late Virgil Abloh, or most recently, Jacquemus' latest show in Hawaii. These recent events have created a desire for brands to get that extra "wow" factor, the one that goes beyond what traditional runway shows can offer.

As we continue to move towards a more "open" world, here are the next fashion destinations to watch closely.

Dior, Seoul

Dior is set to present its Pre-Fall 2022 collection in Seoul on April 30. This is part of the country's ambition to reopen to international business and travel and will be the brand's first-ever show in Korea.

Chanel, Monaco

On May 5, Chanel is flying to Monaco to unveil its 2023 Cruise line, a destination dear to Gabrielle Chanel and Karl Lagerfeld.

Louis Vuitton, San Diego

Louis Vuitton will visit the United States for its 2023 Cruise collection at the Salk Institute in San Diego on May 12.

Gucci, Puglia

Shortly after Gucci closed Hollywood Boulevard for the Gucci Love Parade show, the luxury House will fly to Castel Del Monte in Puglia, Italy for its highly anticipated May 16 show.

Dior Homme, Los Angeles

Dior will travel to the U.S. to present its men's fashion show for its Spring/Summer 2023 collection

in Los Angeles on May 19.

Balenciaga, New York

The Parisian fashion house will travel to New York on May 22 to unveil its spring-summer 2023 collection.

Chanel, Florence

The French fashion house is set to present its Métiers d'Art collection this summer. Although the collection was unveiled last December in Paris, Chanel will hold a new show in Florence on June 7.

Dior, Seville

Dior is set to present its 2023 Cruise collection in Seville, Spain. The show will take place on the huge Plaza de España on June 16.

Max Mara, Lisbon

On June 28, the Italian fashion brand revealed that Lisbon would be its next location for its 2023 Cruise collection.

Valentin, Rome

Valentino is paying homage to its roots as the brand will hold its fall-winter 2022-2023 haute couture show in Rome's Piazza Mignanelli on July 8.

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