

INTERNET

Dolce & Gabbana drives awareness with limited-edition fragrance microsite

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Dolce & Gabbana Light Blue limited edition

By NANCY BUCKLEY

Italian fashion house Dolce & Gabbana is launching a limited-edition of its scent Light Blue and has created a microsite to solely promote the fragrance.

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The microsite allows consumers to learn product's ingredients, the concept behind the scent and information about the video campaign. Dolce & Gabbana's separate microsite allows the brand to promote a fragrance through narrowing in on the specific product, which can more readily spark the consumer's interest.

"As the microsite is being used as an information source, to really understand the scent a user needs to literally read the description of the scent and this is the opportunity that Dolce & Gabbana has missed – translating the scent digitally to consumers through a rich online and interactive experience," said Sebastian Jespersen, founder/CEO of [Vertic](#), New York.

Mr. Jespersen is not affiliated with Dolce & Gabbana, but agreed to comment as an industry expert.

Dolce & Gabbana was unable to respond by press deadline.

Virtual scent

Dolce & Gabbana Light Blue limited-edition comes in two forms, Discover Vulcano and Escape to Panarea. Each fragrance represents elements of nature and an escape from daily life.

The two locations, Vulcano and Panarea, are part of the Aeolian Islands in front of Sicily. The Mediterranean serenity is illuminated in the fragrances and their microsite.



Ingredients in the limited edition fragrances

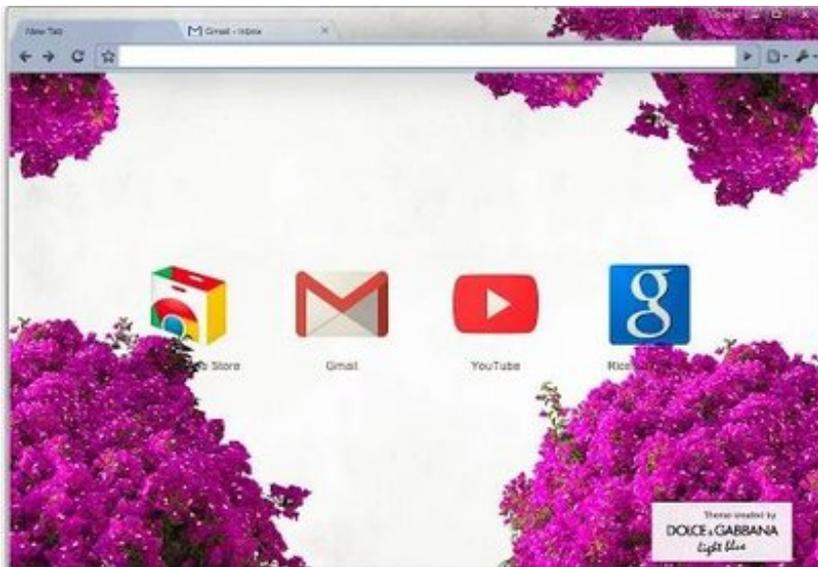
An explanation of each natural ingredient gives the consumer insight into what the blended scent's aroma might be like. Lemon, ginger, pear, jasmine and orange are recognizable scents that offer consumers an idea of the scent without physically smelling the collection.

The video that is aligned with the limited-edition scent depicts a man and woman in white bathing suits on a raft.

Embedded Video: [//www.youtube.com/embed/6FLnDvX_f_w](https://www.youtube.com/embed/6FLnDvX_f_w)

Video campaign for fragrance

According to Dolce & Gabbana's microsite, the video is set in front of Capri's Faraglioni rocks and the couple and the raft depict Italian lifestyle. The scenery and love affair are meant to generate an urge to dive into the Mediterranean on a sunny, carefree day.



Dolce & Gabbana Google Chrome theme

Also on the microsite, consumers are encouraged to download the Dolce & Gabbana Light Blue Google Chrome theme.

Fragrant microsities

Creating a microsite offers consumers detailed and direct experiences with one product or collection.

For example, Italian jeweler Bulgari rejuvenated consumer interest in its updated Omnia Crystalline fragrance through a dedicated microsite that hosts the advertising campaign and scent notes.

Bulgari's new microsite focused only on the latest of the Omnia fragrances, rather than the entire collection. By focusing on a specific product, consumers are able to have an in-depth experience with one facet of the collection rather than struggle to grasp information for multiple products ([see story](#)).

Similarly, Aerin Lauder's Aerin Beauty built awareness for its fragrance range with a microsite that emphasized featured botanicals found in its signature line of scents.

The granddaughter of late beauty mogul Estée Lauder, Aerin Lauder's eponymous lifestyle brand has a deep, personal association with fragrance. Aerin's dedicated microsite, The Art of Fragrance, allows the consumer to explore the brand's scent profile through interactive touch points that may motivate social sharing ([see story](#)).

Developing a microsite can present a thorough experience with the brand's product that may lead to greater social media shares or sales of the product.

"Microsites provide metrics to measure success," said Chris Ramey, president of [Affluent Insights](#), Miami, FL.

"Images and video drive the emotion. Emotion drives revenue," he said.

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

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