

INTERNET

Dolce & Gabbana aims for authenticity via Light Blue blogger effort

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Dolce & Gabbana's limited-edition Light Blue

By JEN KING

Italian fashion house Dolce & Gabbana is expanding ongoing promotions for its limited-edition Light Blue fragrances for men and women by tapping into the blogosphere.

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To capture the essence of the fragrances, Light Blue Vulcano for men and Light Blue Panarea for women, Dolce & Gabbana looked to two bloggers to help craft the ideal lifestyle of the scent's wearer. A blogger's established audience can be beneficial for a brand because consumers who follow the individual trust their opinions and tastes, even if the featured brand is unfamiliar.

"This is a genius strategy that many marketers have implemented before, including myself," said Romey Louangvilay, chief curator & director of digital marketing at [Curate Directive](#), New York. "By collaborating with bloggers and empowering them to tell your brand's story through their perspective allows you to tap into their engaged audiences.

"Bloggers like Peace Love Shea and The Gentleman Blogger command a loyal readership and their previous blog stories fit along the lines of what Dolce & Gabbana's fragrance wants to communicate," he said. "It's a win/win as the blogger gets to work with

a prestigious brand like Dolce & Gabbana, and the brand wins because its product is being weaved into the bloggers' world and point of view."

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

Dolce & Gabbana was unable to comment directly before press deadline.

His and hers

Like many new product releases, Dolce & Gabbana relied on a dedicated microsite to share the news of its limited-edition Light Blue scents with fans. The microsite drove awareness by allowing the consumer to discover the fragrances' ingredients, its concept as well as a campaign video ([see story](#)).

To help introduce the new scents, and Light Blue as a whole, to consumers that may be unaware of Dolce & Gabbana's iconic scent, the brand turned to bloggers to share its latest fragrant additions. Dolce & Gabbana looked to social media to drive awareness to this aspect of the limited-edition Light Blue campaign.

"Reviews and promotion by bloggers are only as strong as the bloggers personal brand," said Sebastian Jespersen, CEO and founder of [Vertic](#), New York.

"What Dolce & Gabbana is doing well is creating the necessary reach and buzz through shared brand association with its blogger influencers so that the brand itself is relatable and can be tangible to their audience in the context of their bloggers' brand and life style attributes," he said. "Naturally, a blogger with a strong social presence will develop a stronger share of voice than others."

Dolce & Gabbana shared imagery from its two guest blog ambassadors that could double for campaign stills. Each of the images shows the blogger in a Mediterranean setting to echo the inspiration behind the fragrances.



Dolce & Gabbana's Light Blue limited-edition Panarea fragrance

Even if the consumer is not familiar with the blogger, they may be drawn to the images due to quality that rivals that of a traditional print campaign. These posts include branded

hashtags such as #DGLightBlue, #LightBlueGeneration, #LightBlueJourney and the more generic #EscapeToPanarea and #DiscoverVulcano in addition to a link that land's on the blogger' Web site.

For the female interpretation of Light Blue, Panarea, Dolce & Gabbana selected female blogger Shea Marie of Peace Love Shea. In the stills shared by Dolce & Gabbana, Shea is seen posing on a small boat in the sea, holding a bottle of Light Blue Panarea and a landscape image of seaside town on the island of Panarea off the coast of Sicily.

On Shea's Web site, the imagery is more in-depth and shows her posing in Dolce & Gabbana clothing as well as meals she enjoyed and more photos of her Mediterranean surroundings. Below the gallery of images, Shea included a brief paragraph explaining her experience with Dolce & Gabbana and she attempted "to capture the unparalleled aura of the island, and ultimately the inspiration behind [Light Blue Panarea]."



Shea Marie of Peace Love Shea for Dolce & Gabbana Light Blue Panarea

Similarly, Dolce & Gabbana photographed Matthew Zorpas of The Gentleman Blogger on the volcanic island of Vulcano. The images shared over social media show Mr. Zorpas leaning against a volcanic-looking rockwall, sitting on nearby structures and photos of Light Blue Vulcano.

A click-through on Mr. Zorpas' link lands on The Gentleman Blogger and follows the same format as Peace Love Shea. The blog includes an expanded gallery of Mr. Zorpas on Vulcano's rugged terrain as he explores the island's "long kept secrets of nature and mythology."



Matthew Zorpas of The Gentlemen Blogger for Dolce & Gabbana's Light Blue Vulcano

Neither of the blog posts link directly back to Dolce & Gabbana's ecommerce page for consumers to purchase the fragrances. Instead, the consumer must revert back to the original social post on Dolce & Gabbana's account to be redirected.

Help from a friend

When a brand works directly with a popular blogger, they aim to capture the attention of the blog's following, a bloc that tends to move collectively.

Many brands across sectors and for various products have worked with bloggers for this reason.

For example, British department store Harrods brought together eight fashion tastemakers for a photo shoot in London as part of its first Digital Fashion Summit.

In addition to acting as models, the bloggers created content for the retailer in the form of top five lists of their must-have spring items. Having these bloggers participate created a form of brand endorsement, both for Harrods and the labels featured in the digital content created ([see story](#)).

Also, luxury hotel brands are tapping top travel and lifestyle bloggers with increasing regularity to kickstart social campaigns, illuminate what can be found at certain properties and to build connections with highly concentrated audiences ([see story](#)).

Selecting a male and female blogger to explore the limited-edition range parallels the market.

"It's a 'one to many' strategy," said Chris Ramey, president of [Affluent Insights](#), Miami, FL. "Dolce & Gabbana is depending on their bloggers to influence the market.

"Peers are more influential," he said. "Bloggers' values generally match their readers.

"Genders transcend each other. This is particularly true when a large percent of men's fragrance buyers will be women."

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/a-YgU53e3ZU](https://www.youtube.com/embed/a-YgU53e3ZU)

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