

INTERNET

Dolce & Gabbana targets established consumers with youth-restoring cosmetic

September 18, 2014



Dolce & Gabbana's Lift foundation and The Primer

By JEN KING

Italian fashion house Dolce & Gabbana is targeting older female consumers by promising a youthful look through the use of its "Lift" beauty products.

[Sign up now](#)

Luxury Daily

As the name suggests, Dolce & Gabbana's Lift foundation works to enhance the user's natural, youthful glow through the exclusive Gold Flavo-Silk Tricomplex that works to smooth, refine and reduce aging skin. Although beauty products are for all ages, marketing a specific product to an older demographic may interest Dolce & Gabbana's more established consumer base.

"Dolce & Gabbana explained that they chose Linda Evangelista for a specific reason - her striking, timeless beauty and enduring vitality," said Brittany Mills, director of digital marketing services at [Mobiqity](#), New York.

"That in itself is a strong message to their target audience and will help to market to older affluent women," she said.

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

Dolce & Gabbana was unable to comment directly.

Need a lift?

To further market its Lift foundation to an older consumer, Dolce & Gabbana selected accomplished model Linda Evangelista. Modeling since 1984, Ms. Evangelista's presence in countless magazines and fashion campaigns over the course of her career may result in recognition from Dolce & Gabbana's established consumers.

Ms. Evangelista is featured on Dolce & Gabbana's social effort for Lift, which is seen on the brand's Facebook and Twitter. In a Dolce & Gabbana tweet, the copy explains that Ms. Evangelista was selected due to her "striking, timeless beauty and enduring vitality."



A post on Facebook includes product links and campaign imagery while another, which was also shared on Twitter, shows a behind-the-scenes video of Ms. Evangelista having Lift foundation and a primer applied by a Dolce & Gabbana make up artist.

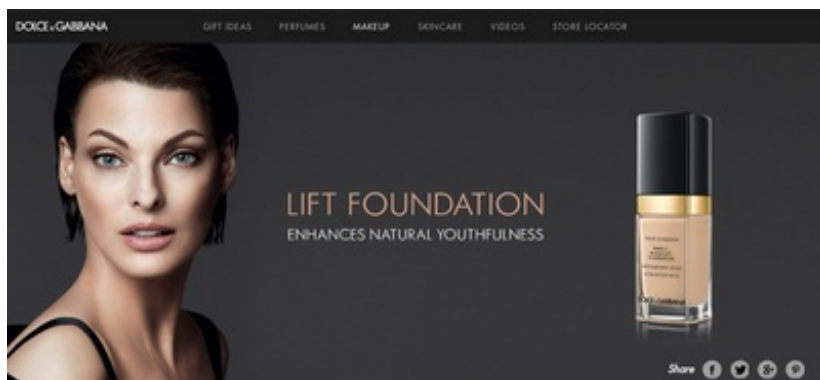
When the links, one for the foundation and the other for the primer, are followed the consumer is directed to that product's individual page instead of positioning them as a pairing needed for the ideal result.

"Creating a separate product page for both the foundation and the primer works for the overall brand campaign," Ms. Mills said. "Many brands try to execute this to give each product their own focus, but fail to make it easy for users to navigate from one to another and to understand how they 'support' each other.

"Dolce & Gabbana did a good job at incorporating both products into the imagery, copy and navigation," she said.

The Lift foundation's product page opens with Ms. Evangelista's image and below content such as the behind-the-scenes campaign video and gallery can be accessed. Also, the consumer can select "How to get the look" to view a visual and video tutorial straight from

the fall/winter 2015 runway show.



Below this content section, consumers can learn further tips, view shade selections and review Dolce & Gabbana's product recommendations. One of the recommended products is The Primer featured on Dolce & Gabbana's social promotions.

The Primer's section is similar in layout to the Lift foundation with Ms. Evangelista gracing the opening image. Also featured is both the visual and video tutorial and product details.

Embedded Video: [//www.youtube.com/embed/gUF41s602rM](http://www.youtube.com/embed/gUF41s602rM)

Dolce & Gabbana: The Lift Foundation campaign behind-the-scene video

Friendly competition

Brands often roll out similar product campaigns during small windows of time to boost awareness and tout benefits. In the beauty sector, brands rely on tutorial and education content to drive sales.

For instance, French atelier Christian Dior is drawing on Hollywood tropes to drive interest in its latest foundation.

The new beauty option from Dior is meant to enhance a woman's complexion, creating a glamorous, movie star look. The campaign for Diorskin Star has been placed on a microsite and features Natalie Portman along with several videos and detailed information about the foundation, which will create a space for consumers to not only learn about the product, but also discover how to use it in their daily lives ([see story](#)).

Though it may seem repetitive to include a tutorial, product information and behind-the-scenes videos to market cosmetics, the formula ensures that consumers are educated prior to a sale. But, brands must open a channel for these sales.

"Through the content, imagery and call to actions for each product page, it is very clear as to the benefit and how to use them together," Ms. Mills said. "However, because the site is not an ecommerce based site, driving online users to a store location should be the number one call-to-action throughout the entire product page.

"There is a disconnect between the education and buy piece," she said. "The top navigation drives users to 'find a store' but you are not ensured that you can find that exact product in that store."

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/_qNQpaP3ZNA](https://www.youtube.com/embed/_qNQpaP3ZNA)

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.