

ADVERTISING

Dolce & Gabbana refreshes Dolce fragrance for spring

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Dolce & Gabbana's Dolce Floral Drops

By STAFF REPORTS

Italian fashion brand Dolce & Gabbana is updated its latest fragrance Dolce, with a “younger, fresher even more floral” scent for spring 2015.

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The original fragrance was launched in February 2014 with a marketing effort that concentrated on perfuming craft and the flowers used to create the scent. Dolce & Gabbana introduced the new interpretation of Dolce, Dolce Floral Drops, through its branded blogging platform, Swide.

Drops and dabs

Dolce & Gabbana describe the Dolce Floral Drops scent as being inspired by the notes of Dolce Eau de Parfum, preserving the signature white flowers of the original.

The Dolce Floral Drops scent adds onto the notes of the original with an opening of neroli leaves to enrich its character and define its freshness.

For its bottle, the design is similar to Dolce using thick glass, curved lines, a solid bottom, a black ribbon tied around its neck and a white cap with a sculpted flower with white petals. To differentiate the bottles, Dolce Floral Drops decanter is frosted glass, giving the

carafe a misty green color compared to the clear green glass used for Dolce.

Model Kate King, who is also the face of the marketing campaign for Dolce ([see story](#)), is representing Dolce Floral Drops. Designers Domenico Dolce and Stefano Gabbana see Ms. King as the modern incarnation of Angelica-Claudia Cardinale in “The Leopard.”



Dolce & Gabbana's campaign for Dolce Floral Drops featuring Kate King

Similar to the original campaign, the effort was shot by Mr. Dolce with Mr. Gabbana acting as artistic director.

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