

INTERNET

Dolce & Gabbana explores fragrance notes in video collection

July 6, 2015



Image from Dolce & Gabbana's Velvet Mimosa Bloom

By KAYSORIN

Italian fashion label Dolce & Gabbana is giving consumers an in-depth look into its fragrances with a new digital campaign for the Velvet Collection.

[Sign up now](#)

Luxury Daily

While many fragrance brands introduce a single video to publicize the release of a new scent, Dolce & Gabbana created a more elaborate campaign for its latest collection. Producing multiple videos will give consumers more opportunities to connect with the brand and will likely appeal to a wider audience.

"Scent is an important part of our identity and promoting prestige perfumes has always been based on the concept of selling a unique dream," said Anna Szubrycht, founder and president of [Chic Being](#), a Santa Monica, CA based luxury brand consultancy. "Dolce & Gabbana's Velvet Collection campaign plays on the viewer's emotions through visually appealing images of natural ingredients, by their place of origin, and by the exceptional way their perfumes are made.

"Furthermore, the accompanying sound of the piano plays on traditional values, taking customers on a journey to discover this brand's Italian and Sicilian roots."

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

Dolce & Gabbana was unable to comment directly.

Smooth as velvet

Dolce & Gabbana's Velvet Collection features a number of exclusive fragrance blends for both men and women that allow the wearer to experience the brand's aesthetic and history. Three videos were created to introduce consumers to the collection.



Image from Dolce & Gabbana's Velvet Exotic Leather video

The Velvet Collection is comprised of 12 unique scents from different plants found around the world. Fragrances include Velvet Leather, Velvet Wood, Velvet Mimosa, Velvet Patchouli, Velvet Bergamot and others.

For the campaign, Dolce & Gabbana has produced three videos thus far. The first is a comprehensive look at the Velvet Collection, highlighting the beauty of the bottles and the wide variety of options.



Image from Dolce & Gabbana's Velvet Mimosa Bloom video

The second and third videos are for the Velvet Mimosa Bloom and the Velvet Exotic Leather. Creating separate videos for individual scents helps Dolce & Gabbana emphasize the uniqueness of the collection.

At the same time, different videos give consumers more content to interact with. It is likely

that these videos will connect with a wider range of consumers and appeal to those with different tastes.



Image from Dolce & Gabbana's Velvet Mimosa Bloom video

The Velvet Mimosa Bloom video focuses on the notes that make up the Mimosa fragrance. The video features images of the blooms themselves and the other plants that go into the creation of the scent.

The Velvet Exotic Leather video shows the making of the scent itself, giving viewers a glimpse of the complex process of perfume production. Altogether, the videos for the Velvet Collection offer consumers an intimate glimpse into Dolce & Gabbana's latest fragrances.

"Fragrance collections are usually created to represent a curation of notes from their designers and as such these videos represent well the various ingredient and the production process," said Dominic Tremblay, president of [Tuxedo](#), Montreal. "Unfortunately they are quite ordinary and weak in emotion.

"It could have been a great opportunity to tell a beautiful story of how they were imagined or the mystic stories of the inspirations."



Image from Dolce & Gabbana's Velvet Exotic Leather video

Sweet smell of success

Dolce & Gabbana has introduced other fragrances with unique digital campaigns in the past. For example, the Italian fashion brand updated its fragrance Dolce, with a "younger,

fresher even more floral” scent for spring 2015.

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 ([see story](#)).

Sometimes, the Italian fashion house works with celebrities to help promote its fragrances. Earlier this year Dolce & Gabbana targeted male consumers who exude “strength and sensuality” with its Intenso fragrance campaign.

Irish actor Colin Farrell was selected by the brand to represent a new generation of Dolce & Gabbana men, a man that is both elegant, modern and determined. Although considered attractive by most, Mr. Farrell does not have the “pretty boy” good looks of traditional male models and better captures the Intenso personality Dolce & Gabbana was after with its fragrance campaign ([see story](#)).

Dolce & Gabbana’s latest campaign for the Velvet Collection has the ability to appeal to a wide range of consumers. It is likely that the brand’s digital campaign will promote awareness and ultimately lead to increased sales.

"In digital marketing campaigns, segmenting the target audience is of the utmost importance," Ms. Szubrycht said. "Creating movies specific to each fragrance allows the brand to both show the diversity of the brand’s entire collection and to segment their target groups.

"Dolce & Gabbana is a global brand but must consider that fragrance tastes differ by region. Therefore, producing multiple videos that adapt to specific tastes and preferences is a well thought out strategic approach for customer acquisition."

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.