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Dolce & Gabbana shows beauty appreciation through UGC campaign

August 18, 2015



Dolce & Gabbana's Dolce Matte lipsticks

By STAFF REPORTS

Italian fashion label Dolce & Gabbana is spotlighting the tastemakers who wear its beauty line through an Instagram campaign.

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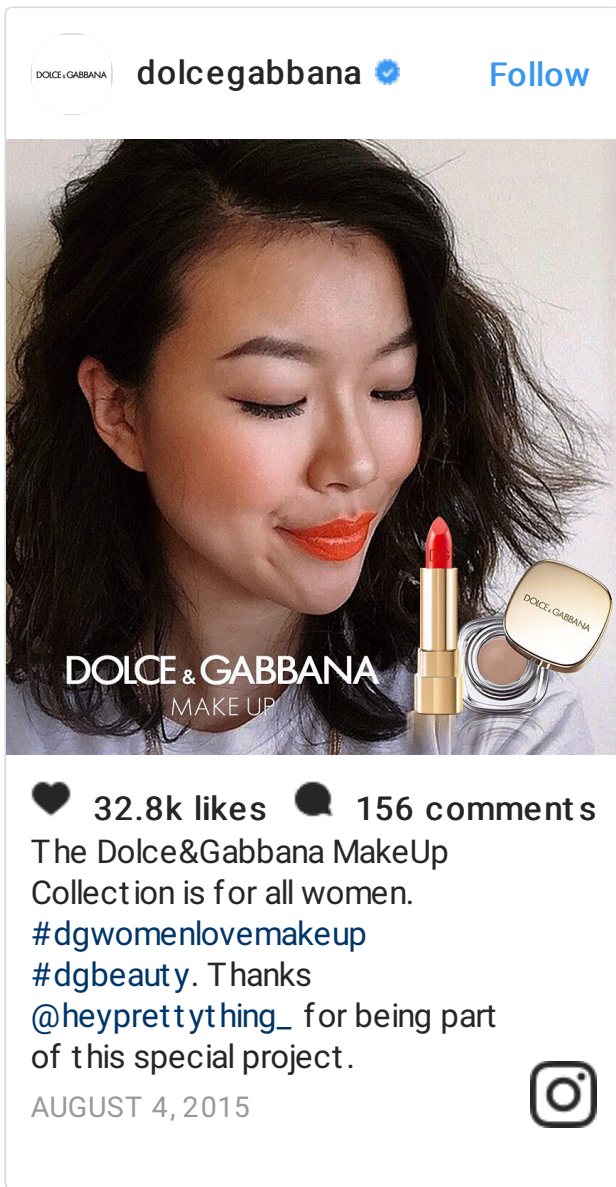
Luxury Daily

Every 15 days, the brand will select a photo from the Instagram account of someone in its beauty community to share on its own account. For beauty marketers, this type of user-generated content campaign is particularly beneficial, since it gives consumers a better understanding of the variety of ways products can be used to achieve different styles.

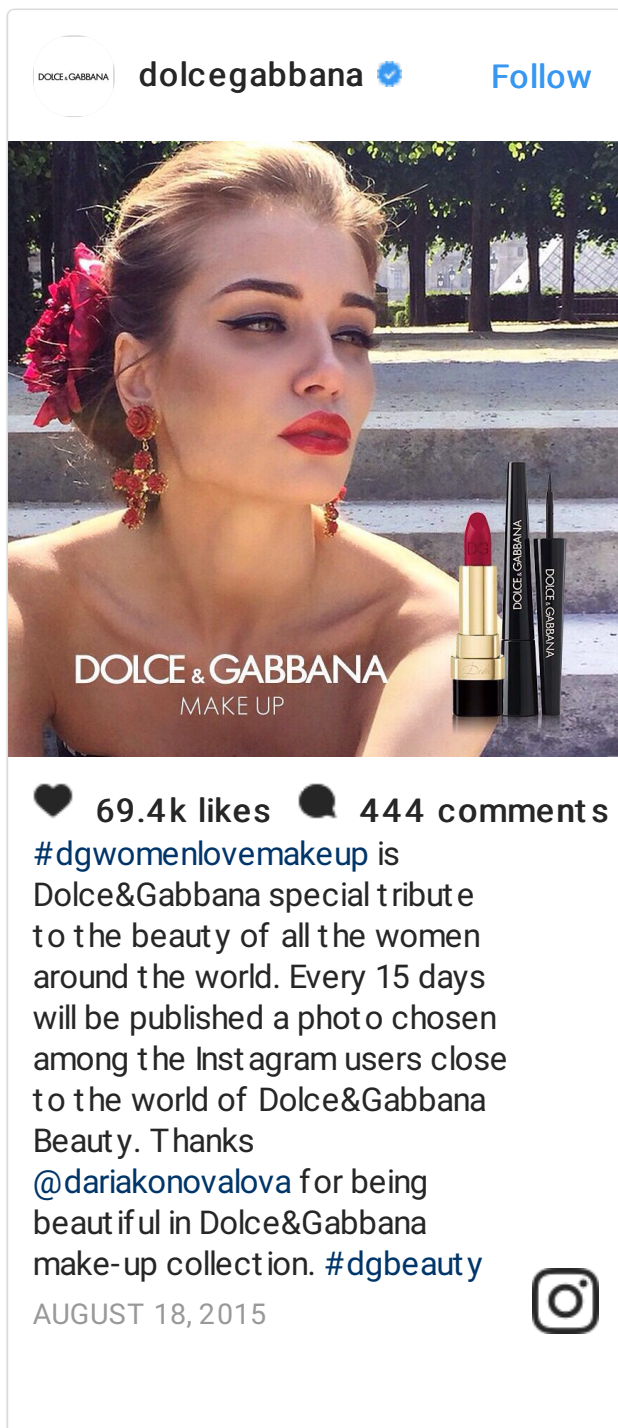
Photo focus

On Aug. 3, Dolce & Gabbana shared an image of @HeyPrettyThing_ blogger Carolyn. She teamed up with the brand and Nordstrom Bellevue Square in Washington state to model both day and night looks in a post.

Dolce & Gabbana reposted her daytime look with the message “The Dolce & Gabbana MakeUp Collection is for all women. #DGWomenLoveMakeup.



Aug. 18 saw the next post, which features Miss Russia 2010 Daria Konovalova. The model sits backstage at a photo shoot wearing a red lip and winged liner.



After Dolce & Gabbana shared the initial post from Ms. Konovalova, the model posted the image again to show how happy she was at being a part of the initiative.

Beauty and fashion marketers continue to be enamored by photo-sharing application Instagram's organic reach, with 95 and 98 percent of brands in those sectors operating accounts, according to a recent report by L2.

Instagram has presented marketers with a platform that is more engaging than Facebook or Twitter with fashion labels growing their communities by 27 percent to 2 million followers and beauty brands increasing by 30 percent, or 600,000 individuals. The popular app, which boasts 300 million monthly users, recently announced plans to open the platform to create a stronger relationship with all advertisers through the use of direct response within advertisements to grow revenue opportunities (see story).

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