

EVENTS/CAUSES

Dolce & Gabbana conceives Sophia Loren-inspired lipstick

September 14, 2015



Dolce & Gabbana's Sophia Loren N°1 lipstick

By STAFF REPORTS

Italy's Dolce & Gabbana is paying a "loving tribute" to Italian beauty icon Sophia Loren by creating a limited-edition lipstick in her honor.

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The Sophia Loren N°1 is a shade of red being penned a "true collector's item" with Dolce & Gabbana hosting a pre-order event online prior to its official release. For its cosmetics communications, Dolce & Gabbana often relies on imagery connecting its products to Italian beauty whether it is a spokesmodel or scenic locale.

Italian beauties

On social media, Dolce & Gabbana introduced Sophia Loren N°1 as "more than just a lipstick" and includes the hashtag #ItsMyRed.

The click-through brings interested consumers to a signup page where she can enter basic contact details to be placed on the pre-order list. For those who sign up, an email will be sent almost immediately after the contact information is entered.

Dolce & Gabbana's email confirmation repeats the same information found on the Web site, but includes a calendar option to remind consumers of the in-store event for Sophia

Loren N°1.

The Sept. 21 event will be open to waitlisted consumers in Dolce & Gabbana's Beauty Boutique in Corso Venezia in Milan. Upon arrival, those who signed up for pre-order will have the opportunity to purchase the limited-edition lipstick.

Sophia Loren N°1, currently sold out at retailers such as Saks Fifth Avenue, was created by the iconic actress and Dolce & Gabbana. The bright cherry red shade is packaged in Dolce & Gabbana's standard gold tube, but is signed by Ms. Loren.



Sophia Loren N°1 by Dolce & Gabbana

Since this is a numbered lipstick it may be safe to assume that Dolce & Gabbana is planning to unveil additional shades in a series that draws upon muses of the designer duo.

This has become a fairly common concept in the beauty realm, borrowing the idea from handbag marketers who often give a persona to a purse through feminine names.

For instance, U.S. fashion label Tom Ford personified its latest lipstick collection using the names of men who have left an impression on the eponymous founder over the course of his life and career. Similar to Mr. Ford's inspiration, female consumers may purchase particular shades from the "Lips & Boys" series based on personal experiences ([see story](#)).

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