

MULTICHANNEL

Dolce & Gabbana pens love note to mothers in multifaceted winter campaign

October 8, 2015



Dolce & Gabbana runway show featured models with their own children

By SARAH JONES

Italian fashion label Dolce & Gabbana is paying tribute to mothers with a multichannel marketing push for its winter 2016 collection.

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Dubbed "I Love You Mamma," the line's theme is now further explored in an animated film featuring children's drawings and a pop-up at Japanese department store Isetan. Reflecting a moment in pop culture, this theme of motherhood is apt to resonate with consumers, who are either mothers themselves or can remember their own mamas.

"All of a sudden we're seeing an influx of pregnant women and new moms across the runway (Sarah Stage, Coco Rocha), bloggers (Cupcakes and Cashmere, Barefoot Blonde) and celebrities (Jessica Biel and Justin Timberlake, Ashton Kutcher and Mila Kunis), so it's quite timely and effective to reach this new wave of moms with such an assortment of influencers with amazing style," said Dalia Strum, professor at the [Fashion Institute of Technology](#) and founder of [Dalia Inc.](#) and [MommysToolbox.com](#), New York.

"This is an ideal time to capitalize on a new market and develop stronger brand advocacy and relevancy during a different life-stage," she said.

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

Dolce & Gabbana did not respond by press deadline.

Mommy and me

Dolce & Gabbana's runway show in March paid homage to mothers in its staging. A group of mothers with their children sat on the set as models carried or walked alongside their own children and frequent brand face Bianca Balti strutted with her pregnant belly.



Dolce & Gabbana winter 2016 runway show

The collection itself features garments emblazoned with imagery tied to the theme of mothers. Alongside frequent references to roses, script reads "I love you mamma" in multiple languages, including French and Italian.

Other apparel incorporates prints inspired by the drawings of Mr. Domenico's nieces and nephews.

Dolce & Gabbana's advertising campaign for winter brings the concept to life in an inclusive way, depicting natural scenes at a family gathering. In different images, relatives of multiple generations chow down on spaghetti, ogle a baby or take affectionate selfies.



Dolce & Gabbana winter 2016 ad campaign

The brand calls the campaign "a modern family portrait full of love and unity."

Now that the collection is available online, Dolce & Gabbana is using its digital channels to flaunt the product selection.

An animated social video begins with a ball of paper opening up in front of a backdrop of children's illustrations. Against this blank white sheet of graph paper, a child's story plays out. Patches of grass crawl into view, while a castle emerges from the sky. A princess and a queen, along with their cat, jump for joy outside their palatial house.

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I LOVE YOU MAMMAA homage to the most important woman in our lives, the winter 2015-2016 women's runway collection is dedicated to mothers everywhere. Discover our special selection on <http://bit.ly/1WMS5mf>

Posted by [Dolce & Gabbana](#) on [Wednesday, October 7, 2015](#)

This motif is continued on product pages for the collection, on which merchandise is pictured against a hand-drawn backdrop.

On social media, Dolce & Gabbana is also taking this as an opportunity to highlight some of the mother-centric imagery from its ongoing user-generated content campaign, #DGFfamily.

The brand currently allows users to submit their own family photos to its Web site to further fan interaction with the label online.

The #DGFAMILY project has created an online photo album of family photos that visitors can view. By creating an interactive, personal digital collage of photos, Dolce & Gabbana has been able to increase user engagement on its Web site and endear itself to aspirational consumers (see story).



#DGFAMILY images featuring moms

From Oct. 7, Dolce & Gabbana is staging a pop-up at Tokyo's Isetan Shinjuku. Limited-edition items that coordinate with the collection, such as tote bags with happy mothers and children, t-shirts showing the designers with their dogs and other small accessories including cell phone cases and pouches will be available.

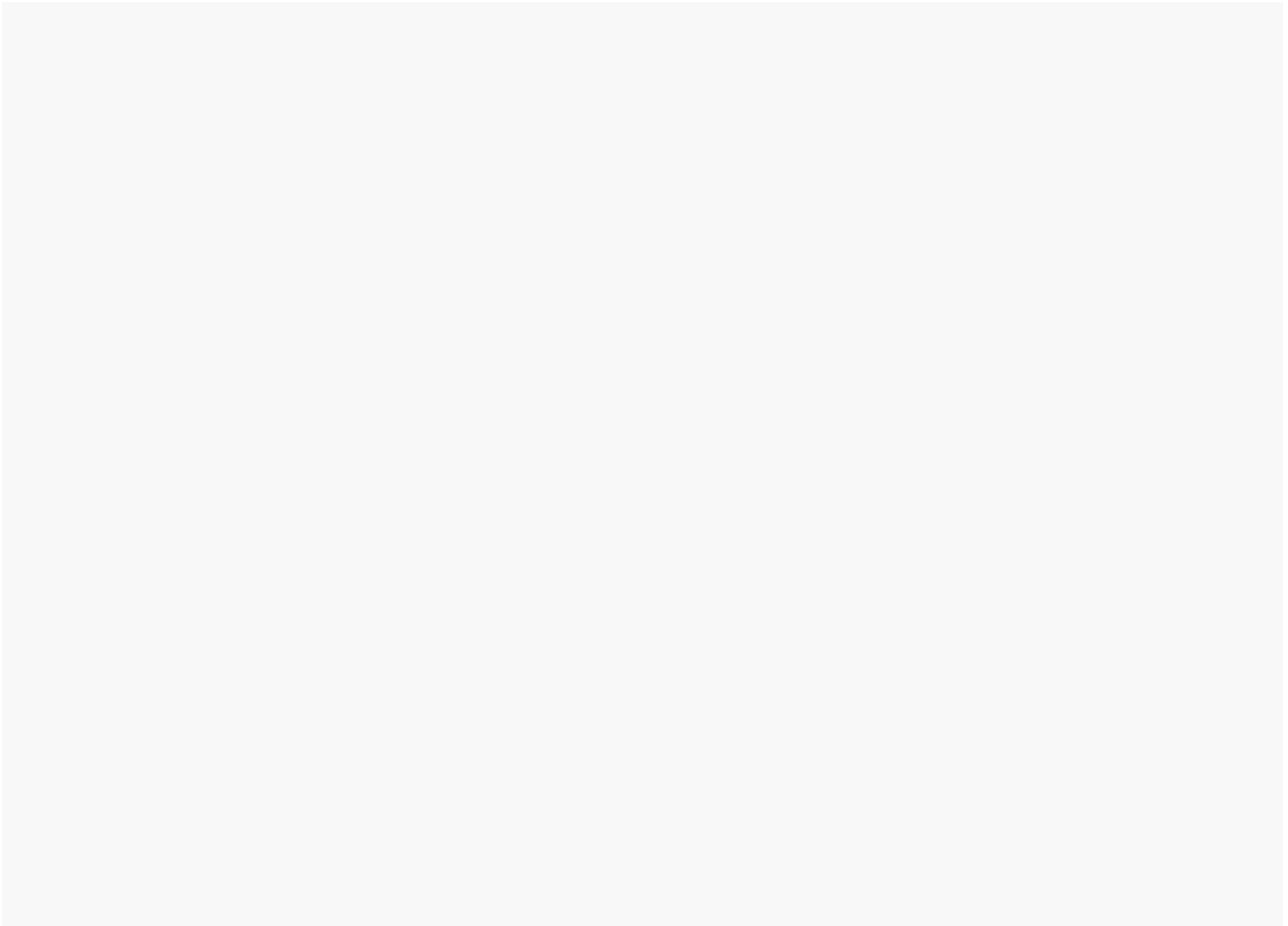
An exclusive set of three dolls will also be introduced, reflecting the Italian tradition of gifting children at family gatherings. Given classic Sicilian names—Concetta, Immacolata and Addolorata—the dolls come dressed in looks from the winter runway show.

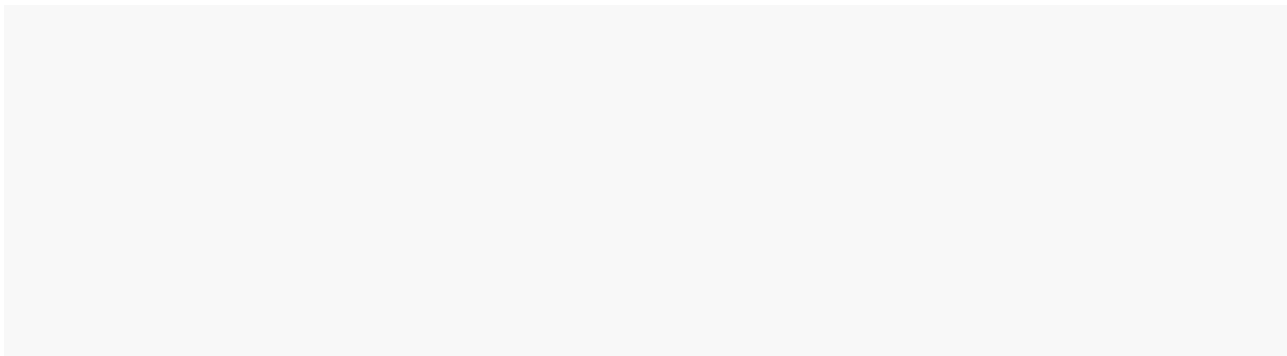


Dolce & Gabbana doll

When consumers make a purchase they can receive a shopping bag printed with a painting created by children.

Dolce & Gabbana's interpretation of the modern yet classic family will also live in Isetan's store windows. Surrounded by damask prints, the everyday interactions of a family will come to life, along with concepts of family values.





Watch the exclusive making of video of the "Ti Amo Mamma" special set up at Isetan Shinjuku - The Stage. Tomorrow #dolcegabbana will unveil a home of typical Italian family in the heart of Tokyo. #DGLovesJapan #DGMamma

A video posted by Dolce & Gabbana (@dolcegabbana) on Oct 6, 2015 at 8:12am PDT

Family affair

Other brands have zoomed in on the real relationships between parent and child, appealing to consumers' emotions.

Swiss watchmaker IWC Schaffhausen celebrated the genuine relationships between a father and his children by profiling real families.

The series, titled "Engineered for the Best of Fathers," had both parent and child weigh in on their favorite memories and character traits of each other while they completed a photo shoot for the brand. Since watches are commonly passed down through generations, showing the emotions behind such an heirloom may have appealed to those looking for a Father's Day gift ([see story](#)).

Others have celebrated motherhood through product.

Colored-gemstone miner Gemfields recently extended its relationship with actress Mila Kunis from campaign face to jewelry collaborator.

Ms. Kunis has been a global ambassador for Gemfields since 2013 with fronting a series of print campaigns, appearing at branded events around the world and by consistently wearing jewelry on the red carpet.

After becoming a mother, Ms. Kunis realized that there are rings given to celebrate momentous occasions such as a graduation, engagement or wedding, but none for the birth of a child. Ms. Kunis worked with Italian jewelry designer Marina B, who sources its emeralds from Gemfields, to design a ring to celebrate motherhood ([see story](#)).

For Dolce & Gabbana, this incentivizes sales with emotion rather than promotion.

"I think this is an amazing and timely approach and think it's a great strategy to increase sales without having to focus on discounting," Ms. Strum said.

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York