

ADVERTISING

## Dolce & Gabbana gathers at the family table for fragrance ads

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*Scarlett Johansson for Dolce & Gabbana*

By STAFF REPORTS

Italian fashion house Dolce & Gabbana is adding a familial layer to its campaign message for The One fragrance.

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In the effort, actors Scarlett Johansson and Matthew McConaughey reprise their roles but swap the streets of New York for a traditional Italian family home setting. Although not overtly a continuation of the Martin Scorsese-directed television spot "Street of Dreams" from 2013 ([see story](#)), showing what could be the end result of Ms. Johansson and Mr. McConaughey's flirtation may be appreciated by consumers.

### Meet the parents

Recently, Dolce & Gabbana has produced marketing campaigns and runway themes that celebrate family life. Among others, efforts have included campaigns focusing on multiple generations of a family and a runway presentation touting the relationship between mothers and their children ([see story](#)).

The new campaign for The One furthers the notion of the importance of family to Dolce & Gabbana. Shot by Brigitte Lacombe, Ms. Johansson and Mr. McConaughey are seen gathered around a crowded dining room table.



*Campaign image for #TheOneDGFfamily*

Across cultures the dining room table is symbolic of the relationship family members have with one another. Dolce & Gabbana embraces this tradition by showing different generations sharing a meal at one table.

In the campaign stills, not yet officially shared in full by the brand, Ms. Johansson and Mr. McConaughey gather around the table with an elderly couple, a man similar age, presumed to be a sibling and a little girl and boy. A behind-the-scenes video shows the actors interacting and goofing around in between shots to give the campaign an air of authenticity.

*The One - Behind-the-scenes video*

As with its previous campaigns centered on familial ties, Dolce & Gabbana is using the hashtag #TheOneDGFamily for this specific effort.

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