

ADVERTISING

Dolce & Gabbana links Italian, social media culture in summer 2016 ads

January 4, 2016



Dolce & Gabbana ad campaign, summer 2016

By STAFF REPORTS

Italian fashion label Dolce & Gabbana is telling a "simple story" set in an Italian village during the summer.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Dolce & Gabbana's advertising campaign for summer 2016 continues the brand's familial communications, casting various generations to create a colorful, whimsical and somewhat realistic scene. For the summer 2016 interpretation of its concept, Dolce & Gabbana merges "past and contemporary pursuits" by blending traditional Italian culture with modern day sensibilities.

Summertime and the livin's easy

Shared on social media, Dolce & Gabbana paired each of its advertisements with copy that further explains the ideology and concept behind the stills.

One such still shows women in bright prints and accessories at an Italian restaurant. Two of the groups are posing for selfies, indicative of current cultural norms in Italy and elsewhere.

Copy explains that Dolce & Gabbana aimed for "ingenuity where we see locals and tourists come together," and what better setting than a restaurant? The images embraces those who "feast together, chat, have fun and take selfies as tokens of their vacation and the new people they meet."



Dolce & Gabbana summer 2016 ad campaign

The #ItaliaIsLove campaign captures Italian lifestyle, especially in summer, through the placement of fruit stalls, small shops, spaghetti, coffee and sunshine.

For its summer 2016 fashion show Dolce & Gabbana also explored this concept. Inspiration was drawn from "life in Italy, the fanciful, positive life, made of genuinity, food, history, love."

Beyond Italian ethos, Dolce & Gabbana's presentation also captured the fervor of social media and selfies.

Dolce & Gabbana took social media content one step further during its show at Milan Fashion Week in September 2015, curating an intimate look at the catwalk from a model's perspective.

As they walked down the runway, models snapped selfies that were then broadcast on screens throughout the venue and were also shared on Dolce & Gabbana's social accounts. Today, fashion shows are very well-documented on social media from both the front row and the brand's vantage point, but by allowing models to control the camera, the label ended up with an intimate look at the show that likely stood out in consumers' social feeds ([see story](#)).

© 2020 Napean LLC. All rights reserved.

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