

INTERNET

Dolce & Gabbana traces brand DNA in black-and-white short

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Dolce & Gabbana's "Pieces of History"

By STAFF REPORTS

Italian fashion label Dolce & Gabbana is getting back to its Sicilian roots in a film that focuses on some of its most enduring, iconic looks.

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"Pieces of History" tells the story of four young men who loiter on a Neapolitan street each day for the chance to see the most glamorous woman pass. While a new short featuring apparel and accessories available online today, the way in which the video is filmed captures a sense of timelessness, showing that some style lasts beyond a season.

Boys to men

Dolce & Gabbana's film was written and directed by up-and-coming talent Pepe Russo.

At the beginning of the one-minute video, the scene is set as the camera captures a narrow city street, complete with laundry hanging from clotheslines and balconies.

Without dialogue, the narrative begins to a jazzy soundtrack as the four young men are seen talking and joking. They are interrupted by the appearance of a woman dressed all in black as she slowly strolls past them, attracting their eyes as she passes.

This scene happens again another day, yet still the woman does not acknowledge the boys.

Finally, one of the young men decides to take action, raising his sartorial game for another encounter and waiting for her on his own. This finally grabs her attention, as she pulls him to an adjacent alley.

Pieces of History: Dolce & Gabbana DNA

If consumers click-through on the social video, they can shop a collection of classic apparel and accessories for men and women on its ecommerce site. Included are structured top handle bags, lacy skirts and blouses in black for women, and bow ties, white collared shirts and oxfords for men.

Dolce & Gabbana was founded in the 1980s, much more recently than some of its competitors. By focusing on the heritage of its homeland, the brand can help create more of an aura of permanence around its label.

The label's efforts often nod to the past, creating a sense of Italy that has no definite timeline.

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

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 ([see story](#)).

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