

ADVERTISING

Dolce & Gabbana recounts timelessness of rose in Sophia Loren-fronted film

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Sophia Loren for Dolce & Gabbana

By STAFF REPORTS

Italian fashion house Dolce & Gabbana has cast Sophia Loren in a three-act film, capturing the generational appeal of its latest women's fragrance and its inspiration, the rose.

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Dolce & Gabbana's film was created to support the Dolce Rosa Excelsa fragrance and stars Italian Academy Award winners Ms. Loren, Giuseppe Tornatore and Ennio Morricone. The film traces Ms. Loren's character and her five sons as they return to their ancestral home Villa Valguarnera di Bagheria, near Palermo, Sicily and the romantic events that unfold there after.

A rose by any other name

The minute-long film, if watched in succession, was directed by Mr. Tornatore, the fifth collaboration between the house and the director. The scores heard in the short film were composed by Mr. Morricone.

In the first chapter of Dolce Rose Excelsa, Ms. Loren and seen with her sons in tow as they approach their large Sicilian estate that has been neglected by time and is need of repairs. As the matriarch, Ms. Loren encourages her sons to come into the house and they begin to work on the much needed repairs, uncovering murals, repairing a gaping hole in the roof and trimming trees in the garden.

Dolce & Gabbana Dolce Rosa Excelsa | Act I

After the repairs are complete, Ms. Loren and her sons invite the town over for a party. As girls in floral party dresses walk through the garden, "Rosa," played by Kate King, the ambassador of the Dolce fragrance line, attracts the attention of Ms. Loren's youngest son.

To win Rosa's affection, the son picks a red carmine rose. After being given the rose, Rosa brings the flower to her face and a drop of dew is seen trickling from the blossom. Then, she gently dabs the rose essence onto the nape of her neck.

Dolce & Gabbana Dolce Rosa Excelsa | Act II

While this exchange occurs, Ms. Loren is seen in her bedroom applying lipstick in a mirror. Although not mentioned, it is likely that the shade applied in the film is the limited-edition lipstick created by Dolce & Gabbana in Ms. Loren's honor ([see story](#)).

In the third scene of the short film, Ms. Loren rejoins the festivities in the garden. Rosa then approaches Ms. Lorean and offers her the rose. Ms. Lorean looks down at the flower and whispers, "wonderful" as the film comes to an end.

Dolce & Gabbana Dolce Rosa Excelsa / Act III

Dolce & Gabbana often stresses the importance of familial relations, celebrating generational ties on the runway and in its marketing campaigns.

For instance, Dolce & Gabbana's advertising campaign for winter 2016 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 ([see story](#)).

Similarly, the Dolce Rosa Excelsa film shows the relationship between two generations while exploring beauty, elegance, tradition and the timelessness of the rose.

The rose-inspired fragrance, with hints of rose, papaya flower, white water lily and other notes, will be available March 1 at Sephora.

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