

ADVERTISING

Dolce & Gabbana resists the elements with passion proof mascara

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Dolce & Gabbana's PassionEyes mascara

By STAFF REPORTS

Italy's Dolce & Gabbana has introduced a new mascara that claims to be passion proof to keep up with the sensuality of the product's users.

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Dolce & Gabbana's PassionEyes mascara promises to add a "dramatic curl and volume effect" on consumers' lashes. Dolce & Gabbana's beauty marketing often plays off the romanticism and the sensual characteristics of its consumers, allowing PassionEyes' positioning to fit within the brand's larger message.

An eye for passion

PassionEyes is a waterproof mascara available in nero or terra shades. The product is the first from Dolce & Gabbana to be waterproof.

The brand claims that PassionEyes can stand up to water, tears, humidity and hot weather, and thus is essentially passion proof.

Fragrance-free and naturally derived, the promise of a waterproof mascara is welcomed by many consumers, as busy schedules and lifestyles do not always allow for cosmetic touch ups to remedy smudging or running due to the elements.

To capture PassionEyes' properties, Dolce & Gabbana created a 15-second teaser for the mascara. Viewers watch as the product, and accompanying cosmetics, are shown in close detail while white writing reads, "sensuality," "curl & volume" and "passion proof."

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Passioneyes Waterproof Mascara Achieve dramatic curl and volume effect from every angle with new Passioneyes Waterproof Mascara. For sensual, Passionproof lashes. #dgpassioneyes #dgbeauty

Posted by **Dolce & Gabbana** on Monday, March 21, 2016

On the Dolce & Gabbana Web site, the fashion label also shared a behind-the-scenes director's cut of the stills used

to advertise PassionEyes. In the clip, viewers watch as a model poses for the camera in a country-like setting, reminiscent of past Dolce & Gabbana beauty efforts.

Additionally, Dolce & Gabbana includes a photo gallery from behind-the-scenes and a statement from Tom Pcheux, the makeup artist who worked on the campaign.

In his statement Mr. Pcheux explains the look, saying, "This sensual look honors the Dolce & Gabbana woman's ability to express all her passions and sensibilities freely. To create this look full of intensity, we crafted a smokey eye using Perfect Mono eyeshadow and the new PassionEyes waterproof mascara, and paired this with matte pink lips, for a soft and feminine finish."



Behind-the-scenes photo for Dolce & Gabbana's PassionEyes mascara

Dolce & Gabbana's fragrance marketing follows a similar format as cosmetics, playing off romance, timelessness and the appeal of Italian beauty.

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

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 thereafter ([see story](#)).

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