

COMMERCE

Dolce & Gabbana preserves Italian artistry with Smeg refrigerator

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Work behind Dolce & Gabbana's Smeg refrigerator

By STAFF REPORTS

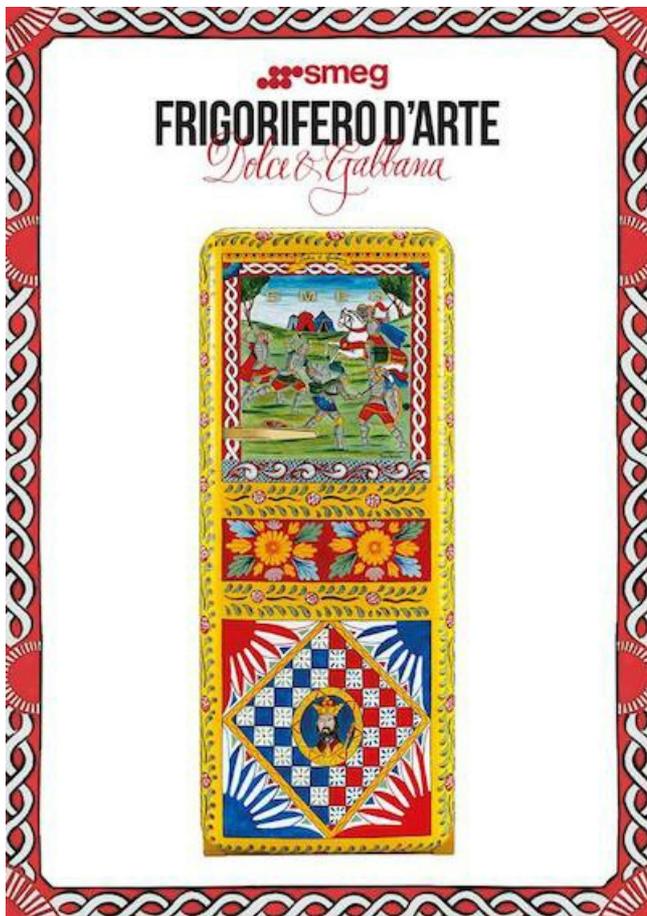
Italian fashion label Dolce & Gabbana is bringing its Sicilian style to the world of appliances to celebrate the made in Italy tradition.

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Together, the duo crafted 100 limited-edition Fab 28 refrigerators depicting imagery and symbols such as lemons, medieval knights and carts, all themes that designers Domenico Dolce and Stefano Gabbana play with in their collections. Smeg and Dolce & Gabbana share a similar heritage and family values, having remained close to their origin locales.

Cool craftsmanship

Dolce & Gabbana's first fridges for Smeg will be on view for the first time during Salone Internazionale del Mobile from April 12-17 in Milan.



Dolce & Gabbana fridge for Smeg

The brand is giving consumers a first taste of these creations through a short craftsmanship film shared on social media.

In the five minute video, the viewer is transported to Italy as they watch artists working with small paintbrushes to create scenes ranging from battles to florals. The Sicilian cart, an inspiration for the refrigerator's artwork, is shown in detail.

The Sicilian cart is commonly featured in folk iconography from the island. What could be a utilitarian means of horse-powered transport was embellished with painting and sculpture, creating a mobile storybook that wove tales of historic, literary or religious events.

Elements of the marionette theater are also on view, as the puppet shows were a source of inspiration for Dolce & Gabbana's appliance.

Consumers also get to watch an artist's technique as she stipples and brushes paint onto a piece of paper to complete a portrait of a knight.

Dolce&Gabbana and Smeg Fab 28 refrigerator special edition

For the artistic appliances, Dolce & Gabbana worked tapped local creative such as the mother daughter team of Adriana Zambonelli and Tiziana Nicosia, who work out of Catania, and brothers Antonio and Giuseppe Bevilacqua.

Dolce & Gabbana takes its Italian heritage seriously, using its birthplace as the starting point for fashion campaigns and marketing initiatives.

The label recently led consumers through its doors with a heritage-inspired street art campaign.

To complement the #ItalialsLove campaign ([see story](#)), the brand invited street artists to paint outside its boutique doors. Calling forth an Italian tradition and working with contemporary artists demonstrates Dolce & Gabbana's respect for its heritage and provides a more immediate form of advertising ([see story](#)).