

OUT OF HOME

Dolce & Gabbana spreads family values through street art

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Dolce & Gabbana street art

By STAFF REPORTS

Italian fashion label Dolce & Gabbana is hitting the pavement for a graffiti project with heart.

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The latest incarnation of the brand's #DGFAMILY initiative has placed a cartoon drawing of designers Domenico Dolce and Stefano Gabbana, along with their pets, in multiple spots around London and Paris. Dolce & Gabbana's founders frequently reference close relations for their apparel designs and marketing campaigns, keeping the family as a central pillar of the brand.

Family ties

Dolce & Gabbana has painted its portrait on sidewalks with an ecologically friendly technique. The picture shows the designers and their brood of pets, including cats Zambia and Congo and Labradors Mimmo, Rosa and Tot.

Via social media, consumers were told to scout out these drawings and snap a photo, tagging it #DGFAMILY and sharing their location. For Paris, the label plotted points with portraits on Google Maps to make them easier to find.



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After London and Paris, the #DGFAMILY drawings will also appear in New York and Milan.

In 2013, Dolce & Gabbana began allowing users to submit their own family photos to its Web site to further fan interaction with the brand online.

The ongoing #DGFAMILY project has created an online photo album of family photos that visitors can view. By creating an interactive, personal digital collage of photos, Dolce & Gabbana has prompted user engagement on its Web site and endeared itself to aspirational consumers ([see story](#)).

Wanting to make an impression from the ground up, Dolce & Gabbana has incorporated street art into other campaigns.

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

To complement the #ItaliansLove 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](#)).