

COMMERCE

Dolce & Gabbana goes on holiday for city-based collection

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Dolce & Gabbana Cannes capsule

By STAFF REPORTS

Italy's Dolce & Gabbana is traveling to its favorite summer destinations for a seasonal capsule collection.

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The pieces for the accessories collection are available only in the city they are dedicated to, such as Marbella, Spain and Saint Tropez, France. Commonly, affluents traveling look for goods that are not available in their home market, making location-based items with limited availability all the more covetable.

On holiday

Dolce & Gabbana selected Marbella, Spain; Saint Tropez and Cannes, France for its summer capsule collection.

For each of the three European cities, all of which are popular summer holiday destinations, Dolce & Gabbana created a silk scarf, handbags in three different sizes and a smartphone case.

The prints created for the collection feature the brand's use of vibrant colors and include bright illustrations of each destination.

For instance, the Cannes accessories collection shows the city's palm tree-lined promenade that hugs the sea while the Marbella scene shows red tile roofs and palm trees. Text overlay includes the handwritten name of the city and a heart.

Promoted on social media, the links associated with each of the capsules leads the interested consumer to the store locator on Dolce & Gabbana's Web site, pinning the particular destination's brand boutique.



Dolce & Gabbana's Saint Tropez accessories capsule

Last summer, Dolce & Gabbana transported consumers to Portofino, Italy, through an apparel and accessories collection available exclusively from retailer Net-A-Porter.

Dolce & Gabbana's 23-piece capsule collection was inspired by the scenic views of Portofino, a coastal city in the Liguria region of Northern Italy. Net-A-Porter described the collection as the "perfect summer wardrobe."

As with the 2016 summer capsule, each piece was "quintessentially Dolce & Gabbana" and featured color and print that evoked the essence of Portofino ([see story](#)).

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