

APPAREL AND ACCESSORIES

Dolce & Gabbana touts red carpet dressing in model-fronted effort

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Dolce & Gabbana's #DGLovesCannes

By STAFF REPORTS

Italian fashion house Dolce & Gabbana is making the most of the Cannes Film Festival with a playful advertising campaign.

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Since the film festival kicked off last week, social feeds have been inundated with red carpet posts showing Hollywood's finest sporting racy gowns and dripping with bling. While Dolce & Gabbana has surely dressed A-Listers attending Cannes this year, the brand has opted to share its fashion in a more curated way.

When at Cannes

For its model-fronted Cannes campaign, Dolce & Gabbana constructed a lighthearted guide to making the best of the Cannes Film Festival. The first rule is to "party hard."

The accompanying image shows a group of models arm-in-arm under the lights of a Marquee. The models wear a mix of streetwear, with one woman wearing a matching crop top and pants with dollar bills, and eveningwear with a man sporting a marigold-colored three-piece suit.



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Dolce & Gabbana's second rule is "pose on the Croisette" where paparazzi will snap your Cannes look. The third rule turns the camera lens around to "take festival-worthy selfies."

Lastly, Dolce & Gabbana offers up a few final rules, "light up the red carpet, stand out of the crowd and make friends with the locals."

Models included in the effort are Kamila Hansen, Rachel Thomas and Xavier Serrano. Dolce & Gabbana enlisted photographers Luca Maria Morelli and Alessandro Maria Morelli.

Luxury brands are the cornerstone of red carpet dressing.

Footwear brand, Jimmy Choo, for example, looked back on its 20 years of red carpet moments ahead of the 88th Annual Academy Awards.

The brand created a short film that recounted some statistics surrounding its appearances, paying homage to the stars who have chosen Jimmy Choo for their most glamorous occasions. This timely retrospective likely piqued consumers' curiosity and may make them more apt to spot Jimmy Choo on the red carpet at 2016's awards ceremony ([see story](#)).

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