

APPAREL AND ACCESSORIES

Dolce & Gabbana touts fashion's freedom in customization tutorial

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Anna Dello Russo's Snapchat story for Dolce & Gabbana

By STAFF REPORTS

Italian fashion house Dolce & Gabbana is encouraging consumer experimentation with help from Anna Dello Russo, editor-at-large and creative consultant for Vogue Japan.

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In an effort shared on social media, Ms. Dello Russo, once described by photographer Helmut Newton as a "fashion maniac," stars in a video tutorial for Dolce & Gabbana's DG Straps, a handbag accessory that enables customization by consumers. Dolce & Gabbana explains that "fashion is transversal" and that DG Straps will let its consumers have more fun with its products.

Statement straps

Ms. Dello Russo filmed the fashion tutorial on her personal Snapchat account and then shared the content via Facebook and Instagram, with Dolce & Gabbana following suit.

The candid video is filmed in a garden courtyard and opens with a flurry of fashion-themed emojis and text reading "fashion tutorial." As she dances in place, Ms. Dello Russo says hello and says that today's tutorial will focus on straps before presenting a series of rules.

Ms. Dello Russo's first rule shows the Vogue editor hooking a Dolce & Gabbana shoulder strap onto a Dolce & Gabbana handbag. But, being fashion-forward and experimental, her second rule shows a Prada handbag being fixed with a strap by Dolce & Gabbana.

While she admits that this may not be "politically correct," Ms. Dello Russo is acknowledging the freedom consumers can feel by mixing and matching different bags and straps.

For the third rule, Ms. Dello Russo wears a Dolce & Gabbana handbag strap as a belt, and for her fourth recommendation she hooks the strap to her dog's collar, making a high-fashion leash.

Similar to her second rule, Ms. Dello Russo bends what may be considered by some to be a fashion faux pas by mixing colors that may not go together very well, such as a red strap with a light grey handbag. In her example, she combines a red Dolce & Gabbana strap with a grey Anya Hindmarch handbag.

Ms. Dello Russo counts off many other suggestions such as using a strap as a handbag's "crown," using the accessory to keep a small dog securely within a handbag, to create a fanny pack, lessen the load of a heavy bag and

lastly, using a series of straps to make rope to lower down lunch from the balcony above.

Although the video itself is cheeky and often silly, Ms. Dello Russo's personality shines through, as does the concept of customizing handbags through the use of decorative straps.

Italy's Fendi has also taken this approach to bespoke by drawing inspiration from the timepiece industry to allow the consumer to personalize the strap of her handbag.

Handbags are commonly referred to as the most personal aspect of a woman's wardrobe, as a style can work to define her personality traits while also echoing a statement. The Fendi Strap You can be fixed to a number of the label's iconic handbag styles such as, furthering a woman's ability to make a personal statement with her bag of choice, from the shape to the handle ([see story](#)).

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