

APPAREL AND ACCESSORIES

Dolce & Gabbana turns up the volume in nod to the '80s

June 21, 2016



Dolce & Gabbana's Dolce Radio handbag

By STAFF REPORTS

Italy's Dolce & Gabbana is letting consumers feel the music with a fully functional boom box-shaped handbag.

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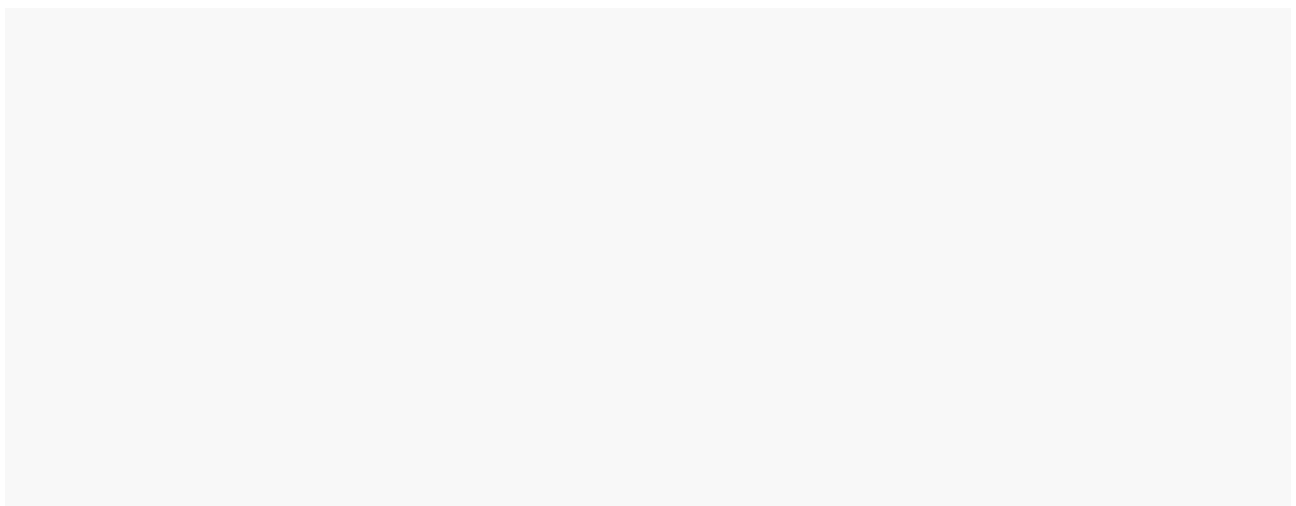
The Dolce Radio Bag is designed to look as if it were a stereo from the 1980s and allows consumers to plug in their mobile device to use the handbag as a portable sound system. Fashion is at the convergence of technology and style, with functionality becoming a primary sale point for many consumers.

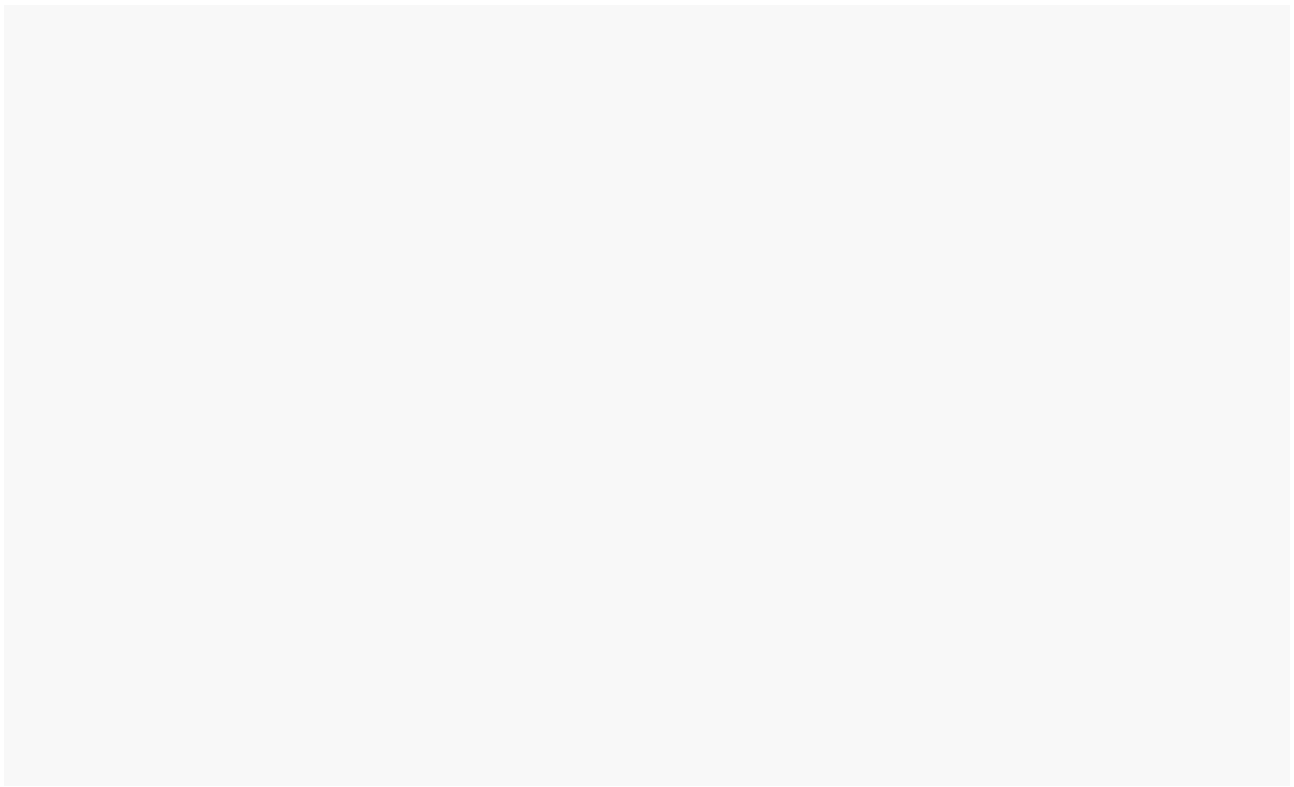
Bag or stereo?

When hooked up to a smartphone, the Dolce Radio Bag can be used play music while on-the-go.

The handbag is constructed of solid maple wood and is fitted with working speakers and a vintage knob to control the volume of the music.

Dolce & Gabbana is selling the Dolce Radio Bag at select boutiques around the world as well as on its Web site. Currently sold out, the hand-painted handbag is expected, when bought online, to be delivered in September.





Feel the Music! #DGDOLCERADIOBAG Available at Milan, Paris, Harrods and New York Dolce&Gabbana boutiques.

A video posted by Dolce & Gabbana (@dolcegabbana) on Jun 17, 2016 at 7:36am PDT

The Italian fashion house has given its aesthetic treatment to other music-related accessories as well.

For example, Dolce & Gabbana modernized the tiara with embellished headphones.

The brand created a number of styles trimmed in fur or covered in crystals, which debuted on the fall/winter 2015 runway. Technology and style are increasingly converging, and dressing up what could otherwise be utilitarian devices may help luxury brands become more a part of consumers' daily lives ([see story](#)).



Dolce & Gabbana headphones on the fall/winter 2015 runway

Likewise, U.S. fashion label Ralph Lauren fused together fashion and technology with the introduction of its Ricky Bag with Light.

Ralph Lauren described the handbag as the "epitome of functional glamour, combining modern technology innovation with the enduring artistry of [the brand's] signature silhouette." Many high-end fashion brands have worked to integrate technology into their apparel and accessories to stay relevant in an ever-evolving mobile climate ([see story](#)).

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