

FRAGRANCE AND PERSONAL CARE

## Dolce & Gabbana points to floral sourcing through fragrance fairy tale

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Video still from Dolce & Gabbana's *Rosa Excelsa* fairytale

By STAFF REPORTS

Italian fashion label Dolce & Gabbana is taking a page out of children's storybooks to enlighten consumers on the creation of its Rosa Excelsa perfume.

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In an animated film, two Sicilian princesses set off on a quest for the perfect rose, returning with the ingredients of the fragrance. While most brands look to educate consumers on the careful blend behind their scents, taking this narrative approach may make consumers more receptive to the story.

Animated appeal

Dolce & Gabbana's film opens with the sound of a harp as the text "Once upon a time in Sicily" appears. The story is told entirely through text narration.

Queen Regina Rosa is seen with her two daughters, who she sends on a mission to scour the world for the perfect rose.

Princess Rosa Canina is seen traveling to South Africa, where she discovers the African Dog Rose amid other wildlife such as giraffes.

Her sister Rosa Damascena makes her way to Turkey, home of the Turkish Rose Absolute.

Both daughters return to Sicily, and the narration explains that the petals become an "exquisite scent" Rosa Excelsa.

*Dolce Rosa Excelsa: a fairytale*

Dolce & Gabbana's other marketing for Rosa Excelsa has also featured its common themes of family and Italian heritage.

Italian fashion house Dolce & Gabbana has cast Sophia Loren in a three-act film, capturing the generational appeal of its latest women's fragrance and its inspiration, the rose.

Dolce & Gabbana's film was created to support the Dolce Rosa Excelsa fragrance and stars Italian Academy Award

winners Ms. Loren, Giuseppe Tornatore and Ennio Morricone. The film traces Ms. Loren's character and her five sons as they return to their ancestral home Villa Valguarnera di Bagheria, near Palermo, Sicily and the romantic events that unfold there after ([see story](#)).

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