

APPAREL AND ACCESSORIES

Dolce & Gabbana tells of contemporary princess' day in social storytelling

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Dolce & Gabbana's contemporary princess in #DGFabulousFantasy

By STAFF REPORTS

Italian fashion house Dolce & Gabbana has scripted a social media fairy tale told through looks from its latest women's wear collection.

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Dolce & Gabbana's #DGFabulousFantasy tells the story of a contemporary princess, who goes about her day in head-to-toe looks from the atelier. A linear storyline told on social media can engage consumers who follow along, and may return to see if the next chapter has been posted.

A tale as old as time

The #DGFabulousFantasy begins "Once upon a time" as its opening slide, followed by the contemporary princess waking on Thursday morning, eager to start a new day.

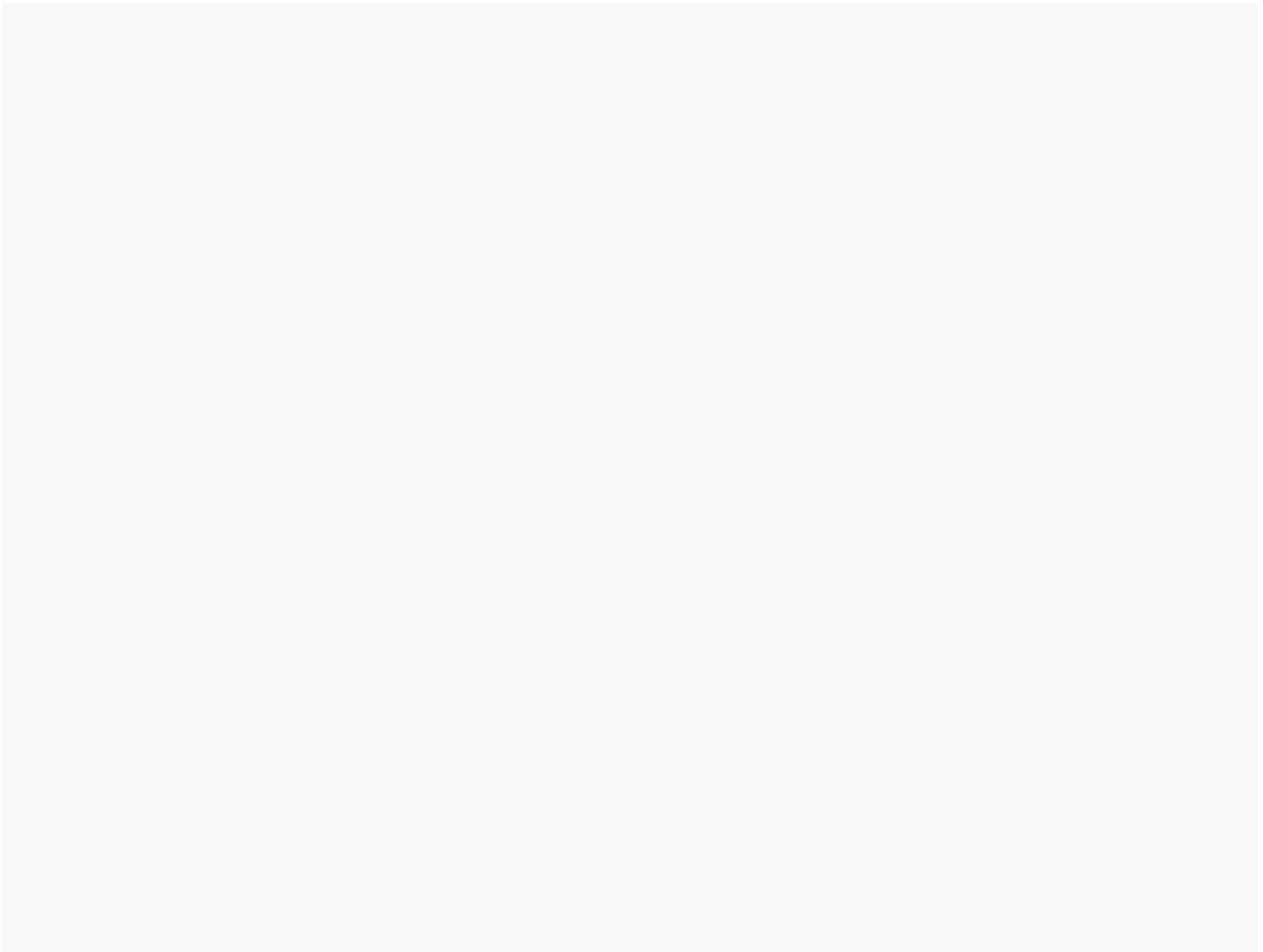
In the accompany image, the princess is seen stretching, still partially under her duvet. Her white shift dress is embellished with small, sequin-decorated mice characters, similar to Cinderella's companions.

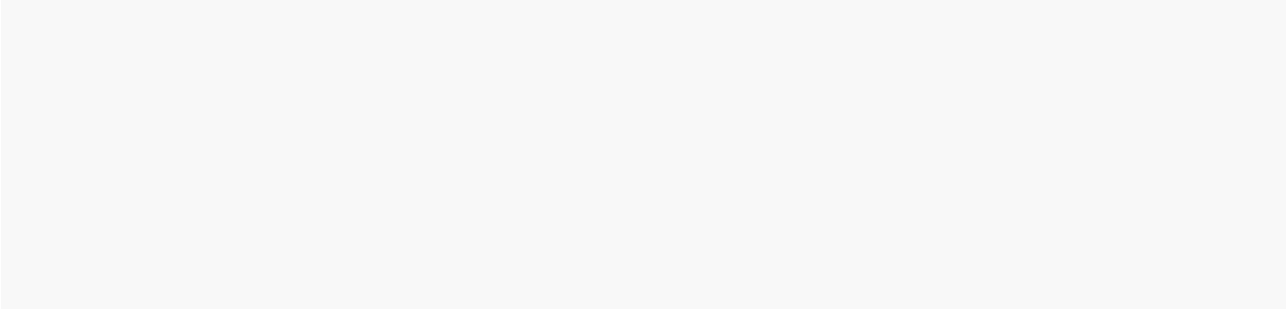


Dolce & Gabbana's #DGFabulousFantasy

As the story continues, the princess is seen greeting a small bird on her finger, with the caption saying, "She has a positive outlook on life," another nod to the tale of Cinderella.

In the next scene, princess is seen at her local farmer's market where she is "struck by a juicy red apple," symbolic of the Snow White story arch. The following frames show the princess busy at work, doing her daily tasks and enjoying her "healthy mid-morning snack."





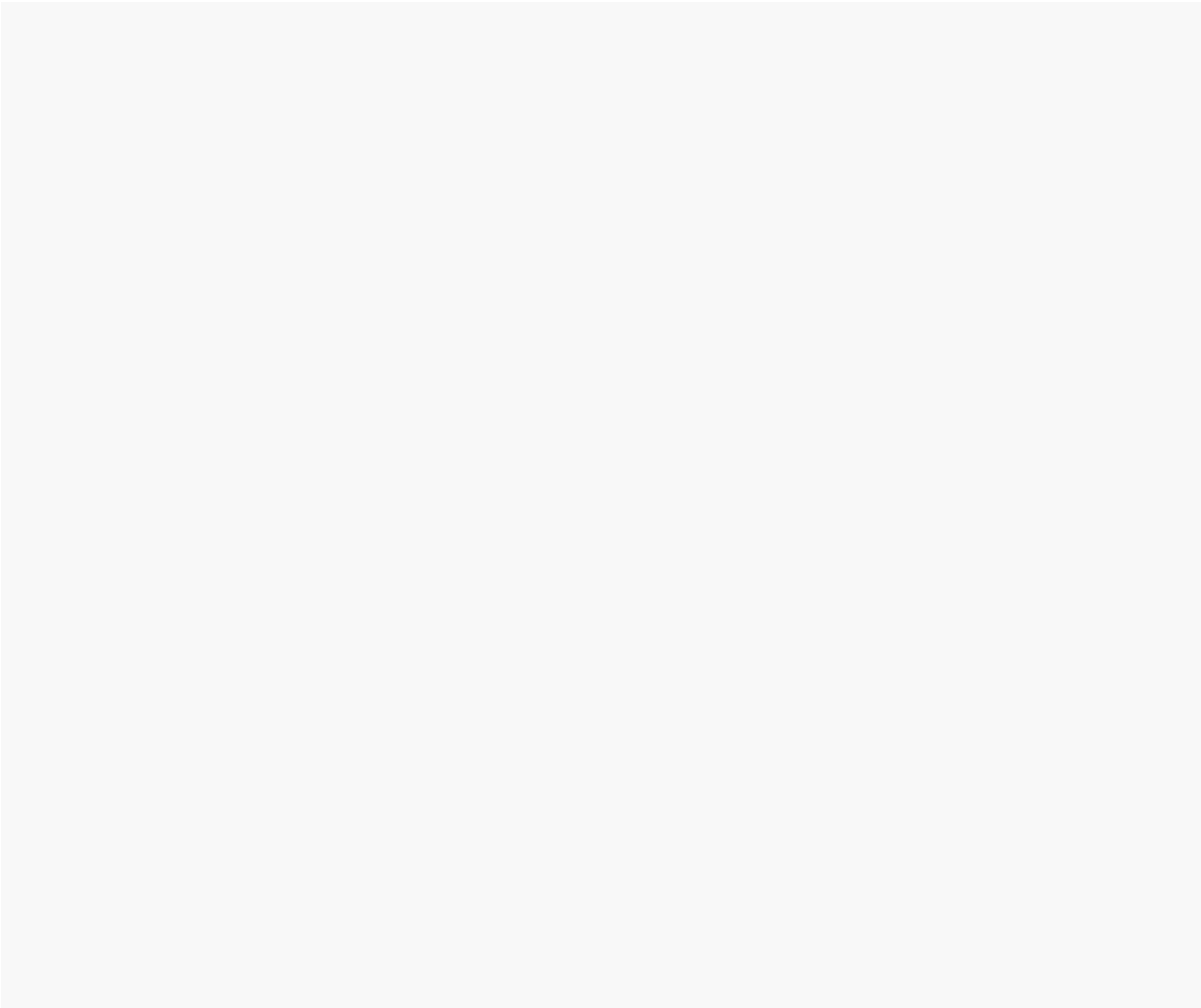
On her way to work she passes by the market - she is struck by a juicy red apple. #DGFabulousFantasy

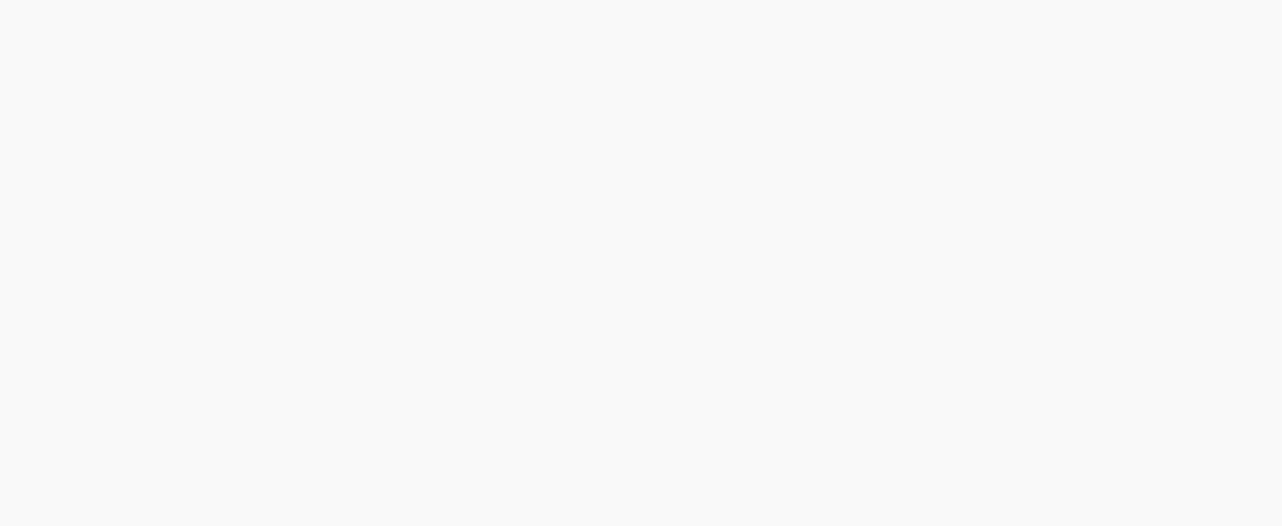
A photo posted by Dolce & Gabbana (@dolceandgabbana) on Oct 27, 2016 at 9:56am PDT

As her work day continues, the princess gets increasingly flustered, but is comforted by the fact that the day is almost over. In this frame, the princess is shown checking a small pocket watch affixed to her handbag similar to that of the White Rabbit in Alice in Wonderland.

To end her day at work, she snaps a quick selfie before heading out of the office on foot to unwind. On her walk back home, she takes a look around and notices that she is alone, prompting her to do a "liberating sprint across the square."

The narrative continues with the princess heading out in a white gown, clear shoes a la Cinderella and a handbag shaped in the form of a carriage car. The princess is seen carefully navigating stone stairs before hailing a taxi, "the modern girl's carriage."





On her way home she hails a cab (the modern girl's carriage). #DGFabulousFantasy

A photo posted by Dolce & Gabbana (@dolcegabbana) on Oct 29, 2016 at 10:44am PDT

One frame shows a lone glass slipper on the cobblestone street, followed by an image of the princess wrapped in a flower-adorned blanket at home as she enjoys a cup of tea, reflecting on the day's events. While the storyline does not venture into her night out, the tale ends with the princess peacefully sound asleep on her couch.

Dolce & Gabbana's last frame reads "The End."

When applicable, all of the captions for the #DGFabulousFantasy social media fairy tale are linked to the Dolce & Gabbana Web site, to allow viewers to shop the look.

Dolce & Gabbana has continued its fairy tale theme across category promotions.

For instance, Dolce & Gabbana took a page out of children's storybooks to enlighten consumers on the creation of its Rosa Excelsa perfume.

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 ([see story](#)).

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