

FRAGRANCE AND PERSONAL CARE

Dolce & Gabbana heats up the slopes to promote sultry scent

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Dolce & Gabbana's Light Blue Winter campaign

By SARAH JONES

Italian fashion label Dolce & Gabbana is transitioning its Light Blue fragrances into winter with a snowy seduction.

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A departure from the fragrance's typically sunny Mediterranean scenes for Light Blue, this latest campaign finds a couple skiing and locking lips on a powdery mountain. This departure communicates the fragrance's versatility, while also appealing to consumers in a seasonally appropriate manner.

Dolce & Gabbana was reached for comment.

From sea to ski

Dolce & Gabbana's fragrance campaign, shot by Mario Testino, stars Bianca Balti and David Gandy, a couple who has appeared together on camera for the same scent before. Their previous ad, similarly to other Light Blue campaigns, found them on a sea off the coast of Italy's Capri ([see story](#)).

This latest edition, intended as a sequel, finds the couple on the side of a mountain in the Alps, having traded in their bathing suits for skiwear. Keeping with the revealing nature of former campaigns, they have each left their sweaters slightly undone, leaving a chest-baring shirt or a bra visible.

The pair glides down the slopes with skill, stopping when their flirtatious glances render them unable to keep their hands off each other.

Continuing the form of other ads for the same fragrance, the pair is seen passionately embracing as the director yells cut. They do not separate immediately, their faces hidden by the clapperboard, apparently smitten on and off camera.

Dolce&Gabbana Light Blue The New Campaign

Light Blue and Light Blue Pour Homme are meant to portray the essence of warmth, summery days and "roused ardor."

A behind-the-scenes film takes consumers into the action on set atop Monte Bianco in Italy, complete with sled dogs

and snowmobiles as modes of transportation.

This backstage content is continued on Dolce & Gabbana's Instagram account, where the brand is using the hashtag #DGLightBlueWinter to gather the conversation.

Renewals and remakes

When marketing fragrances, which often remain in a house's offerings for years or even decades, a new campaign for an existing scent allows the brand to explore new aspects of its personality. This tactic can create a feeling of newness for the product itself.

For example, Italian fashion label Gucci's creative director is continuing to leave his mark with the house's latest fragrance ad that blends the brand's essence with edgy content and a celebrity presence.

Jared Leto is the new face of the fragrance Gucci Guilty and brings his eccentric style to the brand's recent ad campaign. The video's cinematography leans on Gucci's iconic look with a touch of promiscuity that breaks traditional society rules to show off the fragrance's uniqueness ([see story](#)).

Around the holidays, brands often repurpose or reintroduce campaigns with seasonal themes.

British fashion brand Burberry is reigniting consumer interest in its Burberry Kisses microsite by injecting holiday themes into the marketing efforts, rebranding the campaign for a new season.

Through the interactive microsite, visitors can not only send a photo of their own kiss, but also see where other people are sending kisses around the world in real time. By adding seasonal elements into a campaign, marketers can renew attention and gain fresh impressions ([see story](#)).