

APPAREL AND ACCESSORIES

Dolce & Gabbana borrows phony logo usage for ironic tees

December 8, 2016



Dolce & Gabbana #DGTheRealFake tee

By JEN KING

Italian fashion house Dolce & Gabbana is taking cues from fast-fashion copy cats for a series of logo tees featured in its spring/summer 2017 collection.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Fast-fashion players have taken a satirical approach to the logos of a number of luxury and designer brands, often taking their iconography and putting a comical spin on it. Labels are constantly working to protect their intellectual property, but taking a light-hearted jab at imitators may direct consumers to, as Dolce & Gabbana suggest, "The Real Fake."

Dolce & Gabbana was reached for comment.

Hocking real fakes

Dolce & Gabbana's #DGTheRealFake t-shirt collection walked the runway for spring/summer 2017. For the runway's theme, Dolce & Gabbana selected created a make-believe "Tropico Italiano," in which traditional symbols of Italy such as pasta and bread were mixed with objects evoking a holiday spirit including cocktails, ice cream and sequins.

For the presentation Dolce & Gabbana paired The Real Fake tees with "joyful fashion which does not compromise on finishing and tailoring."

Keeping with the theme of a tropical Italian holiday, the tees are designed to mimic the designer knock-offs that use a brand's logo for puns that a consumer may come across at a beach or tourist shop.

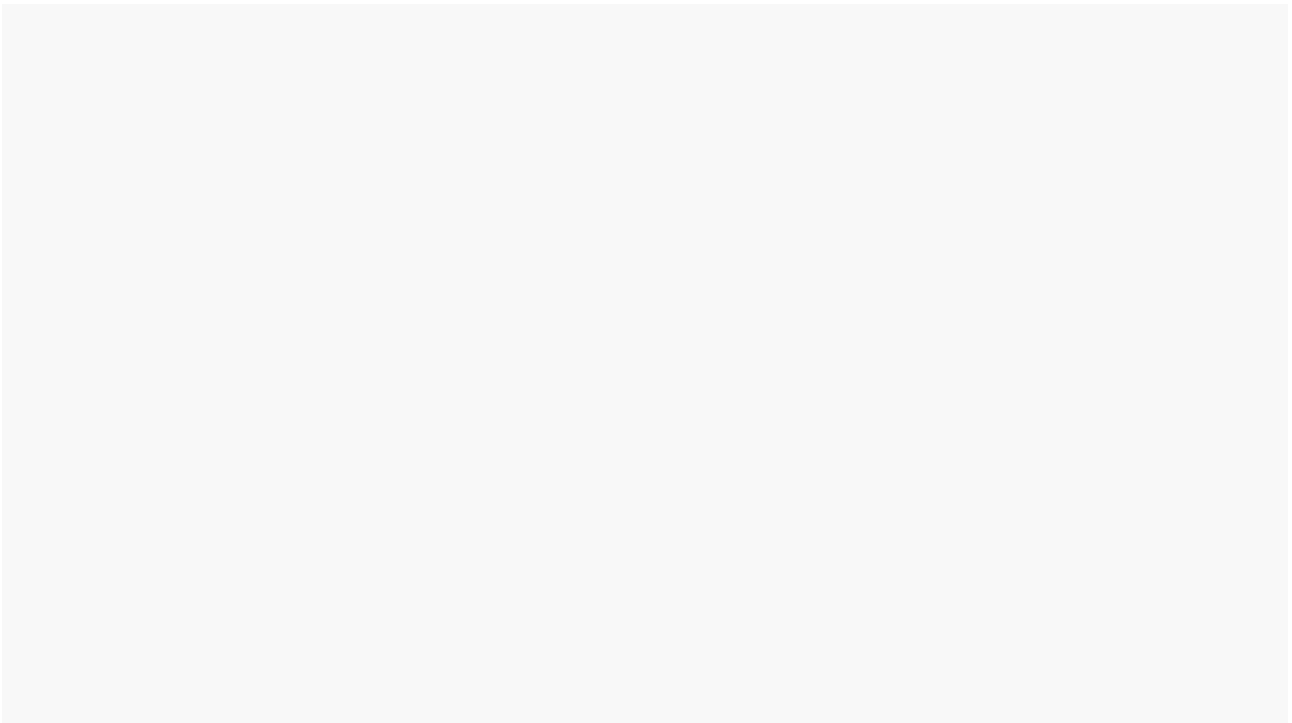


Dolce & Gabbana's spring/summer 2017 runway presentation in Milan

One such tee, for example, reads "D&G Daiquiri & Gin Fizz" while another says "D&G Dormo e Gioco" or "I sleep and play."

A third reads, "D&G Diventer Grande Saranno Guai!" which translates to "I will grow up and be trouble." To connect to its logo, Dolce & Gabbana bolded the D and G of the first portion of the phrase.

In addition to punny logos, Dolce & Gabbana recreated tourist shirts that read "I was there" in English, French, Spanish, Italian, Chinese and Japanese. Similar to souvenir tees printed with the visited country or city's name, these shirts include Milano 2016 and the Dolce & Gabbana logo.



Fashion speaks every language, but how about you? #DGTHEREALFAKE

A video posted by Dolce & Gabbana (@dolcegabbana) on Dec 7, 2016 at 5:35am PST

Dolce & Gabbana has created the oversized white tees, embellished with embroidered flowers, fruit and sparkling crystals "to add a touch of irony to the women's spring/summer 2017 collection." The Real Fake tees are available for adults, girls and babies.

The Real Fakes also have the price tags to match, ranging in price from \$745 to \$1,495 for women's and between \$215 and \$545 for girls and baby girls.

Whimsy

Dolce & Gabbana has a knack for applying its aesthetic to utilitarian objects as well.

For example, Dolce & Gabbana let consumers feel the music with a fully functional boom box-shaped handbag.

The Dolce Radio Bag was 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.

Dolce & Gabbana's handbag is constructed of solid maple wood and is fitted with working speakers and a vintage knob to control the volume of the music ([see story](#)).

Also, 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](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.