

APPAREL AND ACCESSORIES

Dolce & Gabbana dispatches look-alike mascots around the world

December 19, 2016



Dolce & Gabbana's mascots in London

By STAFF REPORTS

Italian fashion label Dolce & Gabbana is embarking on an international tour with two recognizable faces.

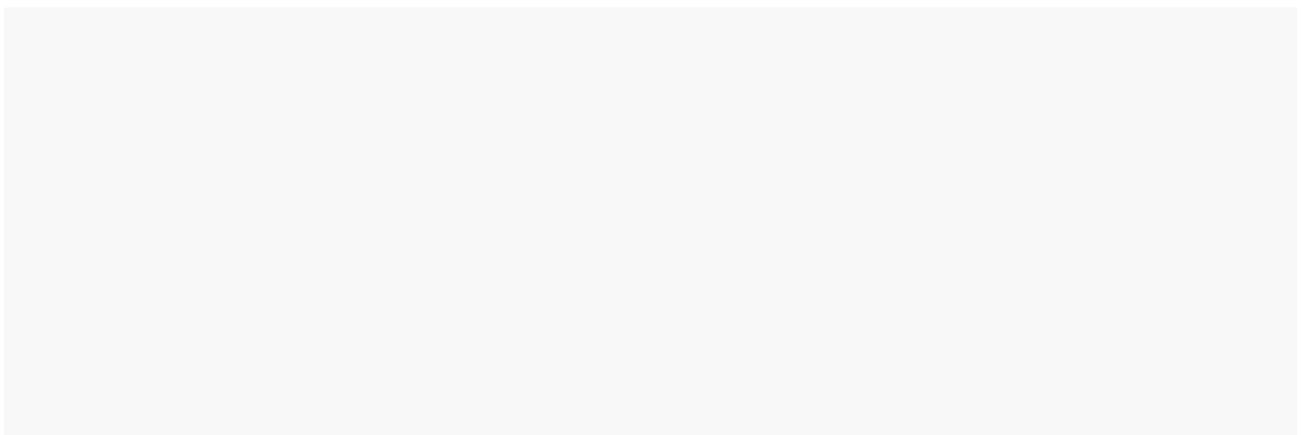
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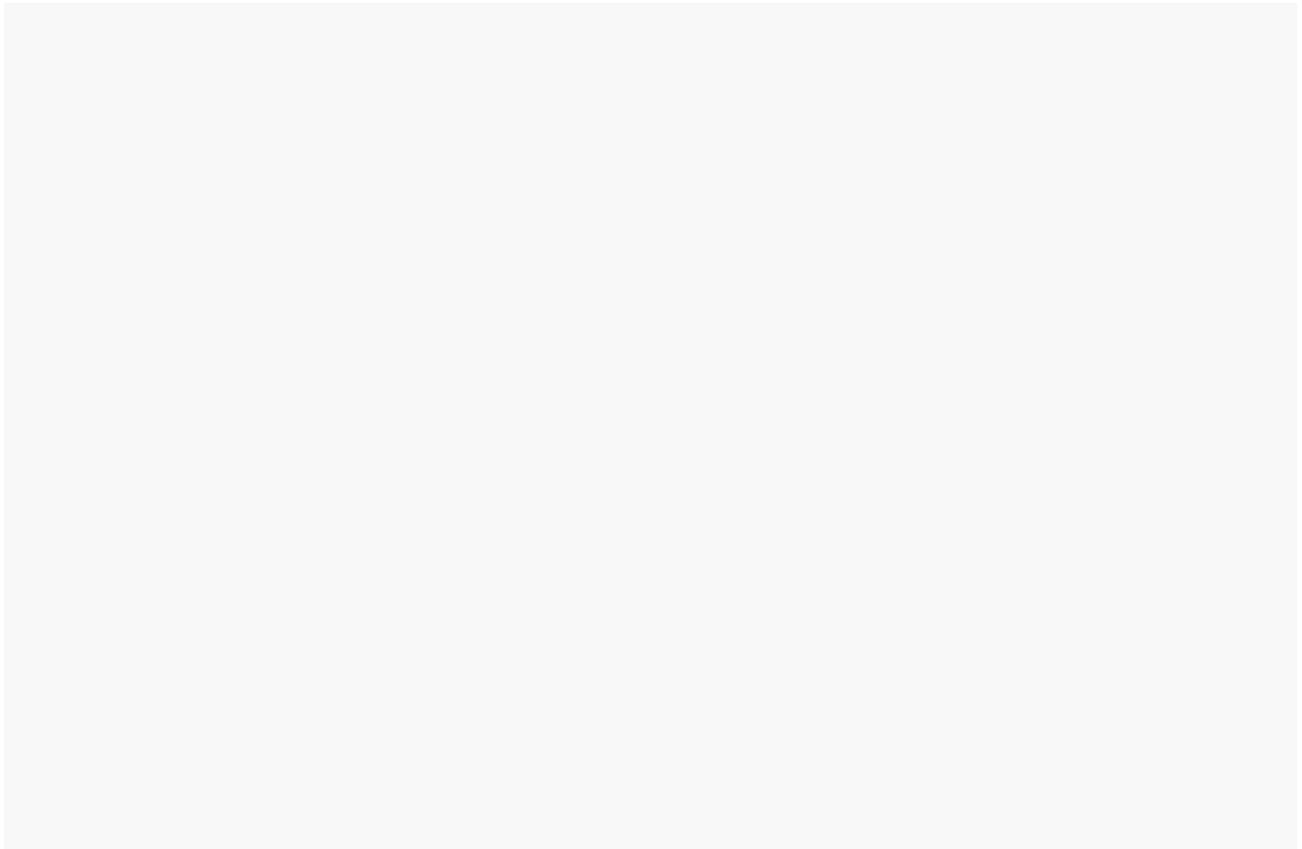
These #DGClone characters are cartoon recreations of the brand's namesake designers Domenico Dolce and Stefano Gabbana, complete with dapper black-and-white outfits and black framed glasses. After being spotted in Paris, New York and London, the mascots will travel to other cities, allowing the designers and the brand as a whole to connect with international clientele and fans in a memorable manner.

On the towns

Kicking off the tour, Dolce & Gabbana created lore surrounding the figures.

A short video shared to the brand's Instagram shows the designers in cartoon form alongside a witch. After the witch feeds the pair enchanted pizza, they are placed under a spell and turned into life-sized mascots.



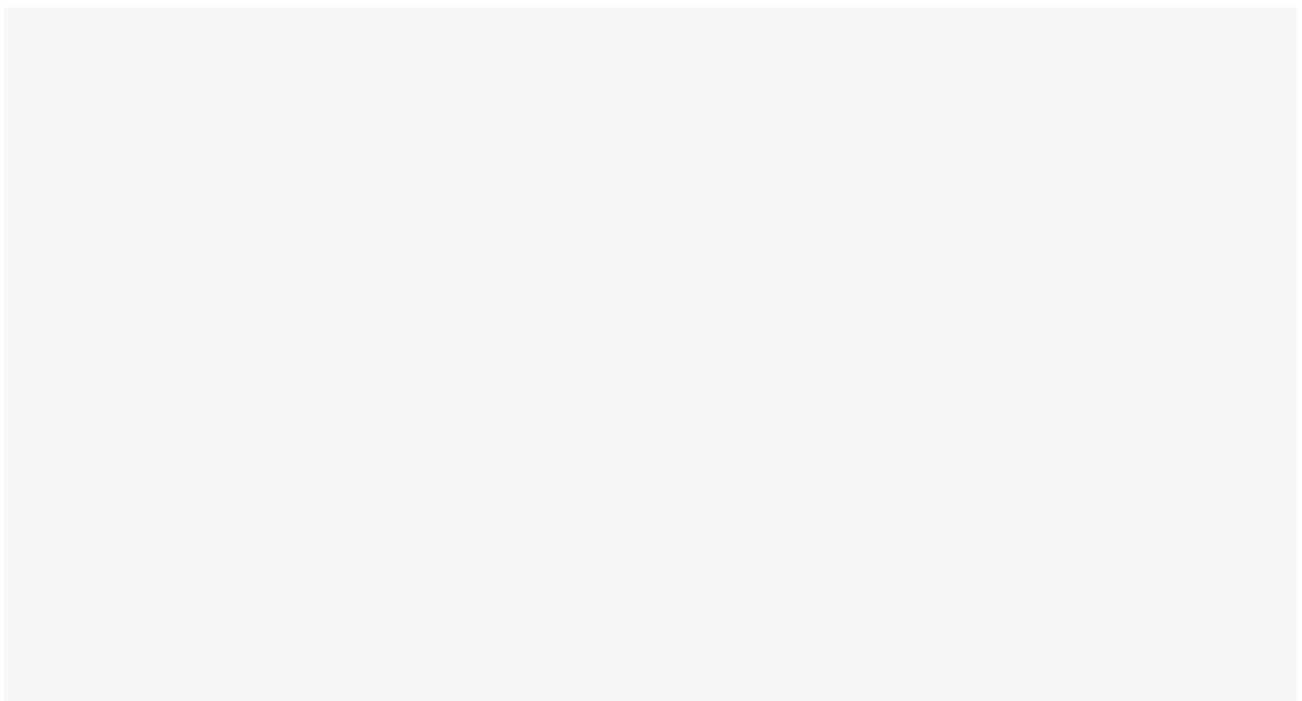


Domenico Dolce and Stefano Gabbana are under a spell which has transformed them into life size mascots. What will they do with their new found form? #DGClone #dgfamily

A video posted by Dolce & Gabbana (@dolcegabbana) on Dec 7, 2016 at 8:07am PST

From there, Dolce & Gabbana has been following their travels around the world. The first stop was London, where the duo made appearances at the brand's boutiques and stopped to pose for pictures with fans.

In a longer film, the proxies for Mr. Dolce and Mr. Gabbana take in the city, visiting a barber shop for a shave, taking the Underground and dancing in Piccadilly Circus.



Follow the mascots of Domenico Dolce and Stefano Gabbana around London. #DGFamily #DGClone

A video posted by Dolce & Gabbana (@dolcegabbana) on Dec 8, 2016 at 3:08am PST

New York saw the pair buying souvenir t-shirts, meeting Spiderman in Times Square and high-fiving ice skaters.

Mascots are a lighthearted way to boost brand awareness.



Dolce & Gabbana's mascots with fans in Paris

For instance, Fendi looked toward the the Japanese kigurumi, or costumed characters, for inspiration for its 6-foot-tall Fendirumi. These characters made their first public appearance in Tokyo at Fendi's Ginza pop-up store opening event last November.

The pink Piro-chan was inspired by Fendi's Qutweet charm, with yellow eyes and a tiny silver beak. Bug-kun more closely resembles the Bag Bugs, with a yellow Mohawk and the Fendi double F logo on his chest in yellow fur.

From there, the duo with big personalities traveled to Milan to document Fendi's runway show in February from the front row ([see story](#)).

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