

FRAGRANCE AND PERSONAL CARE

## Dolce & Gabbana strolls down a scented memory lane in holiday animation

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*Best Wishes from Dolce & Gabbana Beauty*

By STAFF REPORTS

Italian fashion house Dolce & Gabbana is flipping through its family photo album to look back at its fragrance launches.

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Nostalgia runs high during the holiday season and Dolce & Gabbana is tapping into that sentiment to explore its perfumes and colognes as if they were family members. Much of Dolce & Gabbana's marketing communications centers on familial bonds, whether that be large Italian families or the relationship between mother and child.

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Dolce & Gabbana's holiday beauty animation begins with an exterior shot of a snow-covered villa. Set to an instrumental version of "We Wish You a Merry Christmas" the words "Scented Memories" crosses the screen.

Once inside, animated characters are shown decorating a Christmas tree in fragrance bottles. In the next scene, cartoon versions of Stefano Gabbana and Domenico Dolce are shown surrounded by the animated likeness of characters from the brand's marketing campaigns.



*Still from Dolce & Gabbana's holiday animation*

The design duo then open a DG Family Album and take a stroll down memory lane. Each picture, bordered in

holiday decor, comes to life as the "family" looks on.

In a snapshot from 2014, a narrative unfolds related to the first campaign for Dolce & Gabbana Dolce. Another page with a photo from 2015 shows friends at a beach bonfire with a bottle of Dolce & Gabbana Intenso in the background.

Farther back in time, Dolce & Gabbana revisits the 2006 of The One fragrance for men and women. Dolce & Gabbana's 2016 release for Dolce Rose Excelsa is also featured.

The last Scented Memories explored are the beachy releases of Dolce & Gabbana's Light Blue fragrance in 2001 and the men's version in 2007.

### *Best Wishes from Dolce & Gabbana Beauty*

Dolce & Gabbana recently updated the Mediterranean Sea-styling of its Light Blue campaign.

The brand transitioned its Light Blue fragrances into winter with a snowy seduction.

A departure from the fragrance's typically sunny Mediterranean scenes, 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 ([see story](#)).

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