

APPAREL AND ACCESSORIES

Dolce & Gabbana puts millennial lens on spring/summer 2017 campaign

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Dolce & Gabbana, spring/summer 2017

By STAFF REPORTS

Italian fashion label Dolce & Gabbana has cast millennial-aged models for its spring/summer 2017 campaign, as the luxury apparel industry continues to jockey for the demographics' market share.

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Dolce & Gabbana's colorful and realistically styled campaign for spring/summer 2017 was photographed by Franco Pagetti in Capri, Italy. Each season, Dolce & Gabbana explores familial relationships, with the spring/summer effort featuring a cast of close knit friends.

Gang of millennials

Dolce & Gabbana has used the millennial model theme for both its men's and women's collections for spring/summer 2017. Imagery either shows the millennial men and women together, or separately.

Keeping its Italian roots as a defining element of its campaign, Dolce & Gabbana went on location to Capri, Italy where the models were captured enjoying the seaside town's nightlife, beach shops, cafes and port alongside locals.



Dolce & Gabbana, spring/summer 2017

Included in the campaign are models Sonia Ben Ammar and Thylane Bloudeau, Internet personality Cameron Dallas, creative entrepreneur Luka Sabbat and actress/singer Zendaya.

Dolce & Gabbana's cast also includes famous progeny, such as Brandon Thomas Lee, Presley Gerber, Rafferty Law and Gabriel Kane. The models are the sons of Pamela Anderson, Cindy Crawford, Jude Law and Daniel Day-Lewis, respectively.

All of the models featured in Dolce & Gabbana's effort are between the ages of 15 and 22 years old.



Dolce & Gabbana, spring/summer 2017

Similarly, U.S. jeweler Tiffany & Co. appealed to a younger consumer generation through a social media push for its Return to Tiffany Love collection.

With accessible price points and millennial-aged models sporting the collection on the brand's posts, Tiffany is working to show younger consumers that it offers more than just high-jewelry. Recently, Tiffany has been working towards embracing different facets of its product category and casting celebrity faces as ambassadors in a bid to rejuvenate consumer interest and grow profit margins.

Tiffany's #LoveNotLike effort for the collection includes international models Fernanda Ly, Imaan Hammam and Pyper America Smith ([see story](#)).

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