

FRAGRANCE AND PERSONAL CARE

Dolce & Gabbana continues millennial push with latest casting

March 2, 2017



Dolce & Gabbana's The One for Men

By STAFF REPORTS

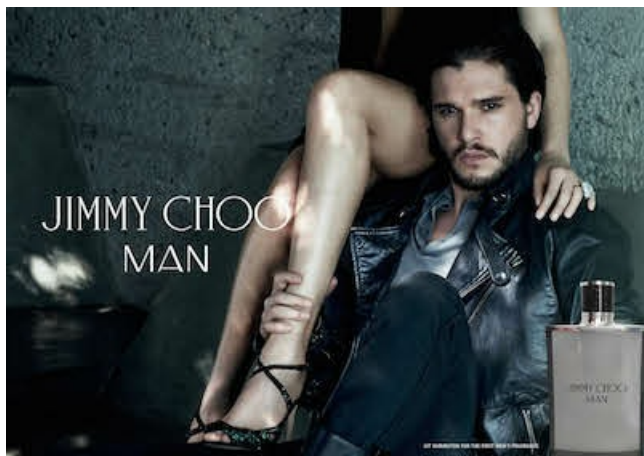
Italian fashion label Dolce & Gabbana has named actor Kit Harington as its latest fragrance face.

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

Best known for his role on the HBO series "Game of Thrones," Mr. Harington will front campaigns for Dolce & Gabbana's The One for Men fragrance beginning this September. For entry-level categories such as beauty, marketers often cast well-known faces, relying on the celebrity to sell.

From screen to spokesperson

This is not the actor's first fragrance campaign. In 2014, Mr. Harington was the face of Jimmy Choo's first male scent as well as its autumn/winter footwear collection ([see story](#)).



Jimmy Choo Man campaign

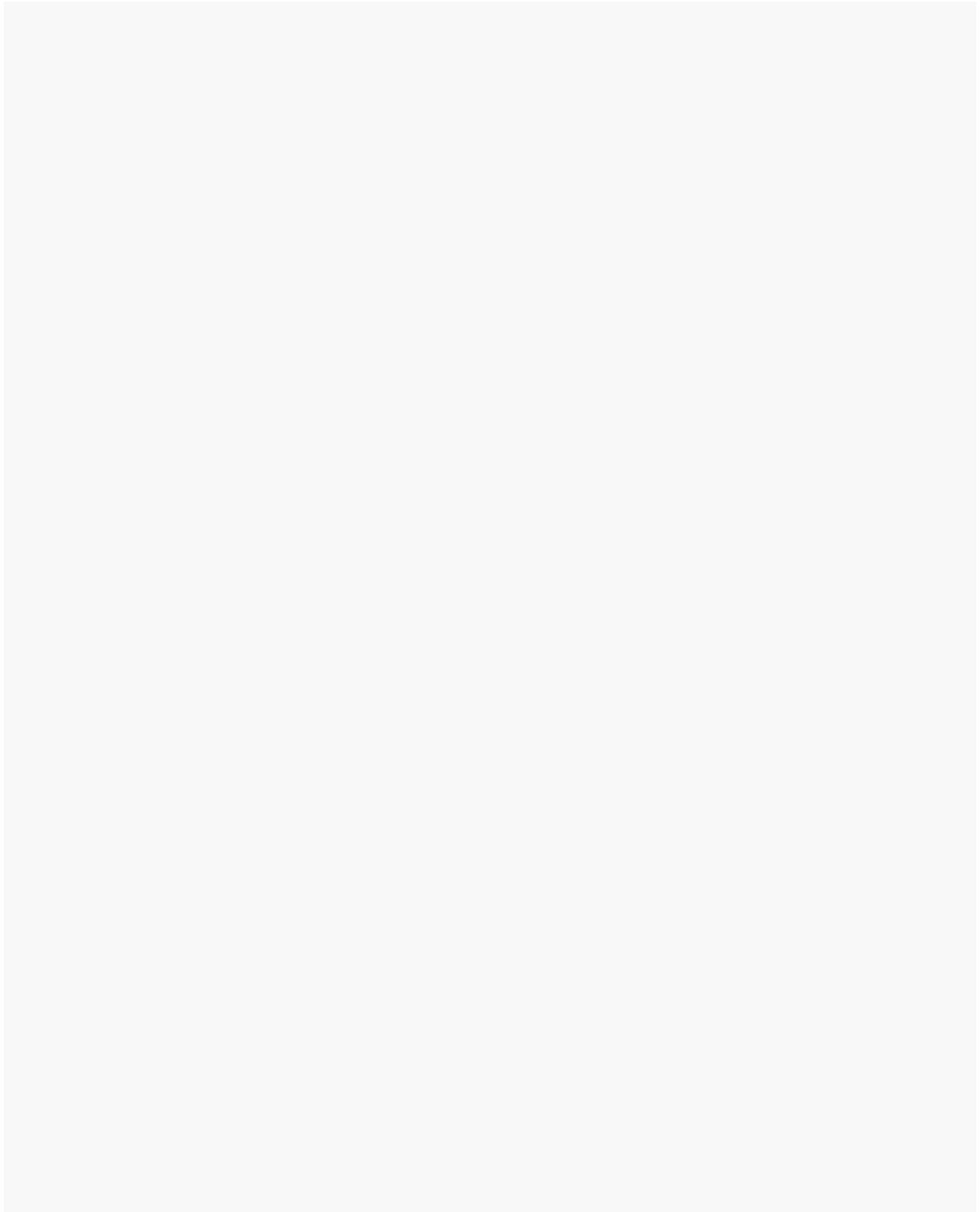
Previously, Dolce & Gabbana has marketed The One with other dramatic faces.

After being the faces of the female and male editions of the scent for years, actors Scarlett Johansson and Matthew

McConaughey came together to costar in a couple campaigns.

In 2013, filmmaker Martin Scorsese took them to a "Street of Dreams." Drawing inspiration from old Hollywood, his short movie features the on-screen couple's casual flirtations in New York ([see story](#)).

In 2015, the pair reunited to tell a family tale, reprising their roles in a traditional home setting ([see story](#)).



The British actor #KitHarington will be the new face of Dolce&Gabbana's fragrance line The One for Men starting September 2017 #DGBeauty #DGTheOne

A post shared by Dolce & Gabbana (@dolcegabbana) on Mar 2, 2017 at 5:59am PST

The label casts a mixture of models and actors in its beauty and fragrance campaigns, with Colin Farrell and Sofia Loren among the other famous faces tapped as spokesmodels.

Recently, Dolce & Gabbana has been looking to appeal to a younger consumer through its marketing. The label cast millennial-aged models for its spring/summer 2017 campaign, as the luxury apparel industry continues to jockey for the demographics' market share.

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 ([see story](#)).

© 2020 Napean LLC. All rights reserved.

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