

FRAGRANCE AND PERSONAL CARE

## Dolce & Gabbana plays off Game of Thrones character dynamic for The One

March 14, 2017



*Dolce & Gabbana's The One for men and women*

By STAFF REPORTS

Italian fashion house Dolce & Gabbana is tapping two "Game of Thrones" fan-favorites to front the men's and women's version of the same fragrance.

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Dolce & Gabbana has appointed Kit Harington and Emilia Clarke as the male and female campaign ambassadors for The One fragrance line. For fans of the show, Dolce & Gabbana's The One is fitting for the actors' characters as the penultimate season kicks off this summer.

Who will be The One?

Since finding world renowned fame in the roles of Jon Snow and Daenerys Targaryen in the television adaption of Game of Thrones, both Mr. Harington and Ms. Clarke have been the faces of luxury brand campaigns.

Mr. Harington was tapped by British footwear label Jimmy Choo to front its 2014 men's collections and cologne ([see story](#)) and Ms. Clarke is the face of Christian Dior's Rose des Vents jewelry collection ([see story](#)).

"Emilia Clarke embodies perfectly the Dolce & Gabbana woman: she is radiant and lively," said Domenico Dolce and Stefano Gabbana in a statement. "Her personality and natural beauty will capture the essence of this new campaign: joyful, spontaneous and full of life. She is The One."

Emmy nominated actress Emilia Clarke will be the face of Dolce&Gabbana The One fragrance starting September 2017.

#DGBeauty #DGTheOne [pic.twitter.com/iKjuInFgzJ](http://pic.twitter.com/iKjuInFgzJ)

Dolce & Gabbana (@dolcegabbana) **March 12, 2017**

Similarly, the design duo said of Mr. Harington that he is, "exactly how [they] see the Dolce & Gabbana man: young,

naturally charming, charismatic, with a personality rich in traits.

"There could be no other face for The One for Men," they said.

The British actor **#KitHarington** will be the new face of Dolce&Gabbana's fragrance line **#DGTheOne** for Men starting September 2017 **#DGBeauty** [pic.twitter.com/fGxUNTRgf](https://pic.twitter.com/fGxUNTRgf)

Dolce & Gabbana (@dolcegabbana) **March 2, 2017**

Dolce & Gabbana's campaigns will launch in September 2017.

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