

APPAREL AND ACCESSORIES

Dolce & Gabbana's recipe for brand connection takes viewers to Italy

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Italian fashion label Dolce & Gabbana is putting its Italian heritage in the forefront of the promotion for its latest collection, taking on the role of cooking show producer.

The D&G Tropicico Italiano collection is being supported by a series of online videos that bring viewers into the world of Italian cooking. Each video touches on a different food made in Italian, showing off what it takes to make it.

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"The Dolce & Babbana's 2017 advertising efforts are elegant, their new video series brings the brand to life," said Michael Becker, managing partner at mCordis. "The videos are a treat for those in love of fashion and the brand in that they help tell the brand story in different settings, with different characters over time, and culminate in playful catwalk."

Fashion and food

Dolce & Gabbana is tapping its Italian history and the importance of food as a part of the culture with a new Italian video series that takes viewers inside making some of the most famous food.

An ambassador from the brand meets with experts and restaurant owners in Italy and makes famous Italian food

with them. Videos named Pizza, Pasta and Gelato are currently available on the brands YouTube channel.

Each video includes the hashtag #DGTropicoItaliano to promote its collection.

"Gelato" shows D&G's Chiara making the Italian dessert at the Cioccolateria "Gay Odin." Giovanni Massimo brings viewers into the world of scooping gelato.



Dolce & Gabbana's "Pasta"

"Pasta" shows Chiara in the kitchen of a home in Napoli, where she joins two women making spaghetti pomodoro e basilica.

Chiara heads to a Napoli pizzeria named "I Buongustai" owned by a Mr. Nunzio in the video "Pizza." The two make authentic Italian pizza.

While the videos center on food and do not take a strong branding stance, the fashion element is still clearly evident along with D&G's ownership. Each video is brightly colored with unique fonts for text to stand out.

Dolce & Gabbana's video

D&G campaigns

Similarly, Dolce & Gabbana recently mirrored its children's apparel after its adult ready-to-wear collections to capitalize on fashion's mini me trend.

In its own right, children's wear is a category bursting with potential as affluent households have the disposable means to outfit their sons and daughters in high-end clothing, despite how fast they grow. For spring/summer 2017, instead of creating a children's collection of dedicated pieces, Dolce & Gabbana opted to scale down apparel from its main lines to create mother-daughter and father-son outfits, a choice that may spur interest from parents who have their own clothing from the line ([see more](#)).

D&G also tapped two "Game of Thrones" fan-favorites to front the men's and women's version of the same fragrance.

Dolce & Gabbana 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 ([see more](#)).

"When you break down the elements that create wealth for a company, content like these videos, snuggles up perfectly against the other key wealth creation elements, which include relationships/audience, brand equity, products & services, technology and business model," Mr. Becker said. "These videos help the brand, but there is no field of dreams; make it and they will come is a myth.

"Marketers must reach out to their core supporters, tag influencers, leverage SEO and do what they can to fight the inertial of everyone's busy and distracted lives," he said.