

FRAGRANCE AND PERSONAL CARE

## Dolce & Gabbana cruises the Sicilian countryside in flirtatious lipcolor effort

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*Image from Dolce & Gabbana's Miss Sicily campaign*

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By STAFF REPORTS

Italian fashion label Dolce & Gabbana is paying homage to Sicily through a retro beauty campaign with a head-turning plot.

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The brand's effort for its Miss Sicily line of lipsticks centers on a woman's trip through a town in a fiery red convertible, as she finds admirers along the way. Leveraging the campaign, the label promised consumers an exclusive look at the film to draw traffic to its newly launched Instagram account dedicated to its beauty lines.

Countryside tour

Dolce & Gabbana's campaign was shot by Tom Munro and stars Vittoria Ceretti, who is accompanied by locals on her countryside excursion.

Ms. Ceretti is first seen cruising down a country road, as she bops along to the 1960s track "Tintarella di Luna" by Mina.

The dolled up model passes a farm, and stops to pet a donkey, to the amusement of the farmer. She continues on her journey, driving on narrow town streets as children play soccer, pausing to touch up her lipcolor in the side view mirror.



*Dolce & Gabbana Miss Sicily campaign*

As she steps out into town and walks through the crowds, she catches the eye of an onlooker. He turns his head to follow her, and the woman he is with slaps him.

Another man turns his head as she passes, keeping her in his sights. She turns and blows him a kiss, but after that she is lost in the crowd.

He then touches his neck, and finds a lip tint in the bright red color she is wearing.

*Miss Sicily: an irresistibly playful lipstick.*

Miss Sicily is the first lipstick developed by Dolce & Gabbana to provide color and conditioning. The brand says it is "for women always ready to look at their most feminine."

On Instagram, Dolce & Gabbana shared only a short clip of the effort to its main account, sending consumers to its beauty-specific handle to view the entire campaign. As of press time, all of the Dolce & Gabbana beauty account's content was dedicated to the campaign.

Luxury brands, while already considered a nich group, have been appealing to even smaller groups with multiple social media accounts on one platform. Marketers have seen more engaged followers by focusing on these smaller groups, but should be wary of letting these extra social media accounts go dormant ([see story](#)).

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