

APPAREL AND ACCESSORIES

## Dolce & Gabbana takes to the garden for floral-filled campaign

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*Dolce & Gabbana's video for its Ortensia collection features different generations; Image credit: Dolce & Gabbana*

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By BRIELLE JAEKEL

Italian fashion house Dolce & Gabbana is focusing on florals for its latest ready-to-wear collection and the campaign that follows.

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In its latest film, the fashion label is connecting with fans with a playful take on summer love. Taking place in a garden, the film coincides with the use of hydrangea petals adorning the frames and patterns of Dolce & Gabbana's Ortensia collection.

"This video says a lot without words," said Carrie McIlveen, U.S. director of marketing at [Metia](#). "It's a unique perspective that is framed on an older generation, who is still young at heart."

### Garden of love

Dolce & Gabbana's latest product launch evokes the feeling of a garden, which is represented in the new vignette. The film looks and feels just like the new collection.

With an upbeat score, Dolce & Gabbana shows a group of women playing cards and drinking tea in the sunshine in a garden. A young lady joins the group, wearing a dress patterned with a bright floral design from the brand's new collection, following suit with the other women already sitting.



*A model trims the hedges in Dolce & Gabbana's Ortensia campaign: Image credit: Dolce & Gabbana*

Each woman is also wearing eyewear from the Ortensia collection as the group continues playing cards and laughing. A few gardeners walking by gain the attention of the women, as they lower their glasses to get a better look. The younger woman then plays her hand of cards while smiling, until she looks up and sees the rest of the women have disappeared.



*Dolce & Gabbana's Ortensia collection also includes leather accessories; Image credit: Dolce & Gabbana*

She scans the garden, where one of the women can be seen holding a basket for a gardener as he clips roses and places them into the basket and puts one in his mouth. Another woman is laughing while being pushed in a wheelbarrow by the other gardener.

The third woman is then shown filling up a vase of flowers with water, which begins to overflow when another gardener walks by, distracting her.

Dolce & Gabbana's video closes with a shot of the younger woman lowering her glasses and winking at the camera.

*Dolce & Gabbana's video for the Ortensia collection*

Every piece from the Ortensia collection is ready-to-wear and is designed with the whimsical feeling of a garden in mind. Accessories other than the eyewear collection are also featured with light floral patterns such as shoes, scarves, hats and jewelry.

Themes with Dolce & Gabbana

Dolce & Gabbana's collection often sees a running theme in pattern and design.

For instance, the fashion house recently took its Italian romanticism to the kitchen in a line of domestic appliances.

Last year, Dolce & Gabbana worked with Italian appliance maker Smeg on a limited-edition refrigerator hand painted with imagery and symbols such as lemons, medieval knights and carts, all themes that designers Domenico Dolce and Stefano Gabbana play with in their collections. Smeg and Dolce & Gabbana share a similar heritage and family values, having remained close to their origin locales ([see more](#)).

Dolce & Gabbana shared another video campaign, which shined a light on its famous fragrance, Light Blue, but the

accompanying marketing material verges on the repetitive.

While the fashion house has wisely not changed much of its beloved fragrance since its debut, the same cannot be said for how it promotes the scent. Dolce & Gabbana's latest video campaign for the new version of Light Blue, captured by fashion photographer Mario Testino, is almost identical to previous campaigns with little changed between them ([see more](#)).

"It expresses a quirky, playful, and passionate side to their brand," Ms. McIlveen said. "It's also compelling enough for consumers to share the content at any age."

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