

Make something marvellous even more special by having it personalised! Get your #DGSneakers painted by our artisan painters at the opening of the new sneakers boutique today at 7pm in Via Della Spiga 1, Milan #DGSPIGA1 #DGYOURSELF

A post shared by Dolce & Gabbana (@dolceandgabbana) on Jun 15, 2017 at 8:41am PDT

Consumers who attended the event were able to have their shoes custom painted by hand or have a number of whimsical, fuzzy patches added to the sneaker.

Dolce & Gabbana's concept also drew criticism when consumers caught wind of the phrasing on the side of the \$1,195 pre-decorated sneaker. Part of the brand's fall/winter 2017 collection, the shoe features marker and pen doodles and text, with one area reading, "I'm thin and gorgeous."

Those against the shoe's message feel that the design is insensitive to women who may suffer from eating disorders or struggle with body image ([see story](#)).



Dolce & Gabbana's fall 2017 shoe brought the brand negative attention. Image credit: Dolce & Gabbana

Nonetheless, sneakers are having a moment right now with Marc Jacobs' collaboration with Vans ([see story](#)) and Emilio Pucci's colorful capsule of city-inspired kicks ([see story](#)) launching this week as well.