

FRAGRANCE AND PERSONAL CARE

Dolce & Gabbana brings The One to sunny southern Italy

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Mr. Harington visits Naples for the new campaign video. Image credit: Dolce & Gabbana

By DANNY PARISI

Italian fashion label Dolce & Gabbana is promoting men's fragrance The One with the help of "Game of Thrones" star Kit Harington in an upbeat narrative.

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The short film, directed by Mateo Garrone, is set in the festive streets of Naples, Italy as a testament to Dolce & Gabbana's Italian heritage. The film is a companion piece to a campaign video for Dolce & Gabbana's similarly named The One eau de toilette starring Mr. Harington's Game of Thrones co-star Emilia Clarke.

King in the south

Dolce & Gabbana's latest fragrance is coming in two forms: The One for Men and The One Eau de Toilette for women.

To promote these new fragrances, the brand recruited two of the biggest stars in TV right now, Mr. Harington and Ms. Clarke from HBO's Game of Thrones.

Ms. Clarke's video campaign saw her exploring the streets of Naples in an upbeat and musically-inflected film ([see story](#)).

Mr. Harington's side of the equation offers a mirror experience to the former. He is also shown navigating the crowded, raucous streets of Naples and enjoying the local culture.



Mr. Harington gets close with the locals. Image credit: Dolce & Gabbana

At the beginning of the short, Mr. Harington stands apart from the locals in a clean-pressed suit as opposed to their more rumpled street clothing. But by the end of the film, he has effortlessly merged with them as children scramble to touch him, an old woman dances with him and he enjoys some of the local food.

The imagery is underscored by the Neapolitan classic "Tu vu fa' l'americano," a song popularized in the 1950s about an Italian man obsessed with American culture.

However in this video, the roles are remixed, with Mr. Harington taking on the role of an Englishman who comes to love the relaxed and jovial culture of southern Italy.

Dolce & Gabbana appointed Mr. Harington and Ms. Clarke in March as the male and female campaign ambassadors for The One fragrance line. For fans of Game of Thrones, Dolce & Gabbana's The One is fitting for the actors' characters as the penultimate season recently ended in August ([see story](#)).

The One

The warm and lighthearted tone of the new campaign video shows that Dolce & Gabbana is committed to creating advertisements with a light and airy tone.

Most recently, Dolce & Gabbana took inspiration from its flirty Miss Sicily commercial for an influencer campaign that dares participants to test their lipcolor on a stranger.

The #DGBaciChallenge asks influencers to apply the lipstick before planting a smooch on an unsuspecting individual. Presented as organic scenes, the effort aims to extend the playful feeling of the Miss Sicily campaign, encouraging other women to embody the character ([see story](#)).

The One by Dolce & Gabbana

Outside of advertising, Dolce & Gabbana is placing emphasis on its footwear category with the opening of a dedicated sneaker boutique in Milan.

Located at Via Della Spiga 1, Dolce & Gabbana's sneaker boutique will sell a collection of the brand's colorful, graffiti- and patch-adorned tennis shoes. With luxury's continuous shift toward casual dress, high-end sneakers are an ideal way for brands to leverage creativity with craftsmanship ([see story](#)).

With the release of this two-part fragrance campaign video, Dolce & Gabbana is accomplishing the dual task of introducing potential customers to the branding and imagery surrounding two new fragrances as well as celebrating the friendly culture of southern Italy.