

APPAREL AND ACCESSORIES

Dolce & Gabbana engages children of all ages with branded toys

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Dolce & Gabbana's toys displayed in its pop-up at Isetan Shinjuku. Image credit: Dolce & Gabbana

By STAFF REPORTS

Italian label Dolce & Gabbana is giving its enthusiasts the ability to act out branded scenes with a collection of figurines.

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The DG Toys collection features miniature plastic characters of the house's designers and their posse of pets. While described as suitable for ages 2 and up, the DG Toys are apt to appeal to fans of varying ages.

Designing stories

The boxed set, which comes with nine non-toxic PVC plastic figurines, features characters created at a scale of approximately 1:15. Domenico Dolce and Stefano Gabbana are recreated in cartoon form, with black-framed glasses surrounding their large eyes.

Dolce & Gabbana also provides an illustrated backdrop for theatrical purposes.

Also included are the duo's collective seven pets, which includes three dogs and four cats. The pets have been a frequent part of the brand's #DGFAMILY marketing, appearing alongside the designers in Dolce & Gabbana's out of home sidewalk painting project in 2016 ([see story](#)).



Dolce & Gabbana toys. Image credit: Dolce & Gabbana

Mimmo, one of the label's canine pals, was also previously immortalized in plush form.

Launching the toy set, Dolce & Gabbana used the figurines to create a short comic-style story. In the successive panes shared on social media, the designers are seen disagreeing over a dress design, when Mimmo saves the day, bringing them a fabric that both can agree on.



Dolce & Gabbana's cartoon. Image credit: Dolce & Gabbana

Dolce & Gabbana's toys are currently available in its boutiques and online store.

The toy tactic is common in the auto industry, where marques look to give children and adults alike a more affordable means to ownership.

British automaker McLaren is celebrating the people behind its 720S model in Lego form.

Creating an accessible way to own the newly unveiled vehicle, the brand has launched a Lego version of the car, which comes boxed with the figure of a car designer. Automakers frequently turn to toys to drum up interest from younger consumers as well as enthusiasts who may not have the funds to buy the life-size vehicle ([see story](#)).

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