

INTERNET

Dolce & Gabbana taps up-and-coming artist for curated music video

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By RACHEL LAMB

Italian apparel and accessories designer Dolce & Gabbana is using young artist Florrie to connect with Generation Y via an exclusive short video for the brand's digital magazine, Swide.

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Dolce & Gabbana and Florrie connected in November through scouting for Swide. The brand began dressing the young star for various occasions and introduced the idea of creating a short movie for the digital magazine.

"This adds value to Dolce & Gabbana as video is becoming the best medium to showcase brand stories and philosophy," said Dalia Strum, founder of Dalia Inc., New York.

"By partnering with a new musician, Dolce and Gabbana is displaying that they are current with today's culture as well as allowing them to focus on building an emotional bond with their customer through visual outlets," she said.

Ms. Strum is not affiliated with Dolce & Gabbana but agreed to comment as an industry expert.

Florrie of excitement

True to its main marketing power, Dolce & Gabbana has been pushing the new partnership via social media such as Twitter, Facebook and [Swide](#).

The brand released a teaser video earlier this month:

The video, slated to release June 22, is shot and directed by another new artist, Justin Wu. Florrie will be dressed head-to-toe in Dolce & Gabbana throughout the video and the music that will be used in the video is the musician's *I Took a Little Something* from her new EP.

The brand is constantly scouting new talent in music and other areas, per the brand. Dolce & Gabbana believes that it is important that the new talent have the support of a big fashion brand.

"Dolce & Gabbana is trying to reach a younger demographic as it is cross collaborating with a new musician," Ms. Strum said.

"By mixing innovative fashion with music by current artists, it provides value by spotlighting both talents as well as synergizes consumer's interests," she said.

Dolce & Gabbana has featured Florrie on its site in the past.

The brand has dressed her for multiple occasions and uses images from her photoshoot as a kind of ambassadress in which to reach younger fans.



Florrie in Dolce&Gabbana

Florrie. Our first article was clean and clear: got the name down, you'll be tattooing it later.

Then we went to Paris to meet and interview her. Do you remember this video?



Florrie in Dolce&Gabbana

She did a lovely selection of music for our St. Valentine's project and we shared it with you here.

Begging me was a hit.



Florrie on Swide.com

The strategy works both ways in that Dolce & Gabbana will gain exposure from Florrie fans and the musician's followers can gain access to branded channels, per the brand.

Taking it in Swide

Dolce & Gabbana uses various social media channels such as Swide and Facebook to promote its relationships with other celebrities and ambassadors.

For instance, it often shows celebrities wearing Dolce & Gabbana in the media and at events as well as partnerships with ambassadors such as David Gandy.

Swide often scouts out new talent in which to showcase on the blog.

Dolce & Gabbana does not wait for someone to get to Hollywood to start dressing them, per the brand. Rather, it waits to see who has the talent and starlight and help he or she to get there.

The brand invests a lot in digital communications and strong social media power so that it can allow new musicians, artists and actors access to a large fan base.

"Images provide a great opportunity for luxury brands to reach their audiences," Ms. Strum said. "Dolce and Gabbana's strategy is to utilize video in order to communicate compelling story-telling that influences and engages their consumers.

"More importantly, this allows them to focus on building an emotional bond with their customer through visual outlets," she said.

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