

FRAGRANCE AND PERSONAL CARE

Dolce & Gabbana embraces beauty growth in Middle East with mystery

June 5, 2018



Dolce and Gabbana looks into the Middle East for beauty

By BRIELLE JAEKEL

Italy's Dolce & Gabbana Beauty is furthering its investment in the Middle East with a new fragrance campaign as beauty picks up in the market.

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"One Mysterious Night" is Dolce & Gabbana's new campaign and product for its men's fragrance line that it explains is a "combination of an Arabian soul with Italian essences." The spot features a mysterious drive through a desert in which a group of men find "The One."

"Long gone are the days of traditional media moving brands," said Adrian Dubler, CEO, **Foap**. "Brands are heavily relying on social to engage the consumer and the MEA is one of the fast-growing locations.

"Influencers in the MEA are authentic and local to the culture and there's a rise in mass followers," he said. "Brands are taking notice and through images and video these influencers are quickly being approached by big brands to test their products.

"Also, brands are very aware that when a real person speaks about their product, shares how-to tips, or starts a beauty trend their product can go viral in seconds. Young millennials are listening to these beauty bloggers and we're seeing a high amount of influencers emerge from the MEA."

Beauty in the Middle East

Beauty brands are realizing an untapped market in the Middle East, including Dolce & Gabbana.

A previous report from Euromonitor placed the beauty industry in the Middle East at an estimated \$47.5 billion by the year 2021, up from \$32.7 billion in 2017. The research believes that the market will see a 10 percent compound annual growth rate throughout the next four years.

Dolce & Gabbana is investing in this projected growth.

The beauty brand's new eau de parfum was created with notes of saffron, scents of grapefruit, rose absolute and oud accord blend with clary sage at the heart of the fragrance and its original The One of Man as the base.

Its new spot for One Mysterious Night features a group of Middle Eastern men driving through the desert with smiles on their faces in what seems to be a luxury SUV.



Dolce and Gabbana's film in the Middle East

They stop and exit the vehicle in what appears to be the middle of nowhere in the desert. Arabian music is played as one of the men points and the driver of the group walks forward towards a lone rose lying buried in the sand.

He picks up the rose and smells, smiling as he does.

The rose is meant to be a symbol for the new fragrance, which Dolce and Gabbana hopes consumers will determine is "the one" for them.

Dolce & Gabbana looks to the Middle East

While the Middle East is a prime market for beauty, marketers need to be careful with marketing in other cultures.

For instance, cosmetic brand MAC is seeing backlash and ridicule on social media after creating a video with makeup tips for Ramadan that viewers say missed the mark. The video centered on makeup tips for Suhoor, which occurs before dawn with many women not wearing any makeup.

D&G in the Middle East

The Italian fashion brand launched a collection geared exclusively toward Muslim women for the first time in 2016.

Dolce & Gabbana's Abaya fall/winter 2016-17 collection included a range of abayas and hijabs in the label's bright and colorful prints. International interest in high-fashion labels has resulted in brands embracing cultural differences through product output such as beauty products in a variety of shades and clothing options ([see more](#)).

In another recent campaign Dolce & Gabbana looked to inspire consumers through a new millennial-centric editorial section of its online store.

Dolce & Gabbana's Stories feature photo spreads of young models donning its designs for activities such as grocery shopping. Stories fits into Dolce & Gabbana's recent proactive appeal to up-and-coming luxury buyers, as it looks ahead at the future drivers of the business ([see more](#)).

"As a global brand, Dolce and Gabbana needs to capture and attract each consumer in their own way" Mr. Dubler said. "The power of storytelling is so important when moving products down the purchase funnel.

"Dolce & Gabbana's video has effectively told a short that is quite compelling with the right audience," he said. "The brand has a very clear definition of their brand ethos, who is the ideal consumer, its core values and the message they want to convey.

"This sense of relatable content makes consumers trust D&G, which will ultimately make them more likely to buy the company's products now and in the future."