

APPAREL AND ACCESSORIES

Dolce & Gabbana cancels show amid backlash

November 21, 2018



Dolce & Gabbana's #DGLovesChina. Image credit: Dolce & Gabbana

By STAFF REPORTS

Italian fashion label Dolce & Gabbana is calling off a planned fashion show in Shanghai after promotions for the event drew criticism.

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Social media posts leading up to the #DGTheGreatShow on Nov. 21 depicted an Asian woman trying to eat Italian food with chopsticks, which were perceived by some as racist. After receiving backlash online and having a number of models and celebrities pull out of the event, Dolce & Gabbana reportedly told showgoers that the show was cancelled.

China controversy

Dolce & Gabbana's social videos narrate as a model attempts to eat pizza, a cannolo and spaghetti with chopsticks.

[View this post on Instagram](#)

Dolce & Gabbana "" 1 Welcome to Episode 1 with Dolce&Gabbana's "Eating with Chopsticks". First up today is how to use this stick shaped cutlery to eat your GREAT traditional Pizza Margherita. #DGLovesChina #DGTheGreatShow

A post shared by Dolce & Gabbana (@dolcegabbana) on Nov 17, 2018 at 3:21am PST

Instagram post from Dolce & Gabbana

The videos were taken down from Weibo, but they remain up on Instagram. One comment on the Instagram films says, "These disgusting videos just reflect how primitive, uneducated and provincial these videos' producers are."

Others asked the brand to delete the videos, or called for a protest outside of the brand's stores.

In the midst of the controversy, Stefano Gabbana exchanged direct messages with people that were then shared on social media account Diet Prada. The brand and Mr. Gabbana claimed in a statement that their accounts had been hacked and that posts being made were not authorized, reiterating their respect for China.

On Nov. 21, **Business of Fashion** reported that the show had been called off.

In a statement the same day, Dolce & Gabbana founders Domenico Dolce & Mr. Gabbana said, "Our dream was to bring to Shanghai a tribute event dedicated to China which tells our history and vision. It was not simply a fashion show, but something that we created especially with love and passion for China and all the people around the world who loves [sic] Dolce & Gabbana."

[View this post on Instagram](#)

A post shared by Dolce & Gabbana (@dolcegabbana) on Nov 21, 2018 at 6:27am PST

Instagram post from Dolce & Gabbana

The brand has courted controversy in the past, including in China.

Last year, Dolce & Gabbana staged a protest of its own brand after numerous negative press occasions.

The Italian brand has occasionally found itself under fire for not taking a politically correct positioning to its marketing and merchandising. Eyebrows have been raised based on Dolce & Gabbana's namesake designer's personal opinions, comments on body image and who wears the brand's clothing.

Turning this into an opportunity, on the Dolce & Gabbana Web site, official social media accounts and Mr. Gabbana's personal Instagram, the brand shared #BoycottDolceGabbana content and merchandise ([see story](#)).

This latest backlash could hurt Dolce & Gabbana in the lucrative Chinese luxury market, but the full extent of the impact remains to be seen.

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