

APPAREL AND ACCESSORIES

## Dolce & Gabbana pleads for forgiveness

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Designers Mr. Dolce and Mr. Gabbana apologize on the brand's Weibo channel.

By STAFF REPORTS

Italian fashion house Dolce & Gabbana has taken to social media and is using video to correct a mistake.

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The label recently canceled a show in Shanghai after it released a video on social media that many deemed racist and offensive. The founders of the brand are now issuing an apology through video to show sincerity.

Offending and apologizing

Dolce & Gabbana called off a planned fashion show in Shanghai after promotions for the event drew criticism.

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 ([see story](#)).



Dolce & Gabbana tells a love story through photographs. Image credit: Dolce & Gabbana

Along with the ad, screenshots of an alleged private Instagram message from Stefano Gabbana circulated the Internet with the designer making a reference that states, "China Ignorant Dirty Smelling Mafia." The brand maintains the account was hacked.

In a furthered effort to combat the backlash, Mr. Gabbana and his counterpart, Domenico Dolce released a video on Nov. 23 apology to its Chinese audience on Weibo, with Chinese subtitles.

"We will never forget this experience and lesson, and this sort of thing will never happen again," Mr. Gabbana said.

Many retailers, including Lane Bryant, are pulling Dolce & Gabbana items, as many consumers are said to be returning the brand's products.

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