

APPAREL AND ACCESSORIES

Dolce & Gabbana leaves spring campaign open for interpretation

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Dolce and Gabbana enlisted several photographers including Bruce Gilden for its new campaign. Image credit: Dolce & Gabbana

By SARAH RAMIREZ

Italian fashion house Dolce & Gabbana is sharing its feminine visions for the upcoming season with the help of different photographers.

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Dolce & Gabbana's spring/summer 2019 campaign was shot by seven photographers who each brought their own interpretations to the collection. In the same vein as other campaigns for the label, each photographer captured the vibrancy of the Italian culture that is central to the brand.

Spring snapshots

Luxury labels often turn to one photography partnership for a campaign to create a consistent vision. This season, Dolce & Gabbana opted for excess and involved several photographers with their own viewpoints.

Among the photographers involved in the collaboration are brothers Luca and Alessandro Morelli.



Angelo Pennetta for Dolce & Gabbana. Image credit: Dolce & Gabbana

Featured prominently in the brothers' photographs are a woman wearing a one-shoulder leopard print dress and another woman wearing a form-fitting black lace-up dress. The women appear with a group of people supporting the local football team with banners and street food.

Bruce Gildea's photographs include locals who stop and stare at women wearing Dolce & Gabbana apparel.

One woman wears high-waisted floral print pants in tropical colors with a matching bustier adorned with life-size fabric flowers. Next to her walks a woman in a cargo jacket and matching pants with embroidered flowers, while in the background another model wears a black silk jacket and jeans embroidered with gold thread and accessorized with a gold D&G belt.

In Branislav Simoncik's photographs, models are dressed in elaborate printed dresses, which offer a juxtaposition to their everyday environments in a grocery store and next to a food cart. Another of Mr. Simoncik's images has an older woman flashing a Dolce & Gabbana handbag towards the camera.



Italian heritage is reflected in Giuseppe Tornatore's photographs. Image credit: Dolce & Gabbana

The campaign photographs by Angelo Pennetta show a day scene, in which a group of models celebrate with young boys who appear to have won a soccer tournament, compared to a nighttime scene with models in edgy evening wear.

Photographer Giuseppe Tornatore's black-and-white images stand out from the collection. The stark contrast adds to the drama of one model wearing a revealing black lace dress surrounded by mourners from an Italian funeral.

D&G campaigns

The Italian brand often incorporates nature and its heritage in its fashion campaigns.

Dolce & Gabbana previously focused on florals for its 2017 ready-to-wear collection and the accompanying campaign.

The fashion label connected with fans with a playful take on summer love. Set in a garden, the film coincided with the use of hydrangea petals adorning the frames and patterns of Dolce & Gabbana's Ortensia collection ([see story](#)).

More recently, the Morelli Brothers directed and photographed a Dolce & Gabbana fashion campaign for both men and women that focuses on the never-fading theme of love.

To breathe life into the still campaign, Dolce & Gabbana shared a short film showcasing the city of Rome set to a special cover of a traditional Roman song. Still photography for the campaign shows a man and woman in a love affair, with black-and-white stills that view almost as home photos while embracing true Italian style ([see story](#)).