

APPAREL AND ACCESSORIES

Dolce & Gabbana becomes its own influencer

April 22, 2019



Dolce & Gabbana's Sicily bag in Sicily. Image credit: Dolce & Gabbana

By BRIELLE JAEKEL

Italian fashion label Dolce & Gabbana is presenting its latest collection of handbags in a new 360-degree campaign that shows it thinks of its designs as art and influencers.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Craftsmanship, creativity and design are a few characteristics that the fashion world and the art world share, leading these two industries to work very closely together. Dolce & Gabbana is presenting its new Sicily bags as if they are pieces of art themselves, while also showcasing the designs in an Instagram campaign that taps into the popular influencer trend.

Influencing the influencer

While many fashion labels and luxury brands are partnering with influencers on Instagram, Dolce & Gabbana has chosen to give the role to its handbags.

[View this post on Instagram](#)

"The view follows the long mountainous flank of Mount Etna, on the left lies the seashore, visible all the way to Catania, even Syracuse; and then the broad and panoramic picture is completed by the enormous smoking fire-mountain, it is, however, not a frightful sight, as the softening atmosphere makes it look more distant and milder than it really is." J. W. Goethe from "Italian Journey" (1816-1817). #DGSicily58 #DGDNA #DGFattoAMano
Special thanks to Regione Siciliana Assessorato Beni Culturali e dell'Identità Siciliana Parco Naxos Taormina

A post shared by Dolce & Gabbana (@dolcegabbana) on Apr 18, 2019 at 8:15am PDT

For the two new Sicily bags, Sicily 62 and Sicily 58, Dolce & Gabbana has released a series of photos of the bags touring the island they are named after in an influencer fashion.

Leading up to the reveal of the bags, the label shared a variety of artsy and unique content on its social pages, including videos of iconic Sicilian elements such as a basket of limes at a food market with crowds speaking Italian in the background and a classic sculpture with a traditional song playing.

After the teasers, the bags were revealed with content of their own, including a video for each that shows a woman in white gloves presenting each part of the bag, as if it were a work of art.

Throughout Instagram, the bags are featured in and alongside iconic Sicilian landscapes such as Teatro Greco Taormina with the Sicily 58 and Sicily 62 sitting at an angle on the steps.

Each post includes a thoughtful quote from the book "Italian Journey" by J.W. Goethe. This reflects a common trope among Instagram influencers' posts, in which they share a meaningful quote.

One image features the bag on a table, alongside a dish of what seems to be small fruit. By the caption, viewers learn these are actually traditional marzipan sweets in the shape of fruits and vegetables.

[View this post on Instagram](#)

Frutta Martorana are traditional marzipan sweets in the form of fruits and vegetables, which are said to have originated at the Martorana monastery in Palermo, where nuns decorated empty fruit trees with these colourful and delicious sweets to impress the Archbishop's Easter visit. #DGSicily62 #DGFattoAMano

A post shared by Dolce & Gabbana (@dolcegabbana) on Apr 19, 2019 at 6:00am PDT

While the caption makes no mention of the bag and only talks of the origin of the sweets, the product is the main focus of the photo with the marzipan hardly being seen.

A microsite allows users to scroll forward, with pictures moving by the viewer as if they are on the journey throughout Sicily themselves.

Dolce & Gabbana

This is not the first time that Dolce & Gabbana has showcased a city or location from its country of origin.

The Italian fashion label also showcased a love story between a couple through photographs, while also writing a visual love letter to the city of Rome in an accompanying film.

Directed and photographed by the Morelli Brothers, the label's fashion campaign for both men and women focused 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 ([see story](#)).

The label also shared feminine visions for this season with the help of different photographers.

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 ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.