

FRAGRANCE AND PERSONAL CARE

Dolce & Gabbana gets lost in daydream with summery scene

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Dolce & Gabbana's Light Blue Sun campaign. Image credit: Dolce & Gabbana

By STAFF REPORTS

Italian fashion label Dolce & Gabbana is promoting a sunny special-edition of its Light Blue scent with an ode to summer love.

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The launch campaign for Light Blue Sun portrays an imagined beachside rendezvous. Following in the footsteps of previous Light Blue efforts, this advertisement features a similarly flirty premise, but the brand has recast the leading roles, creating a different take on the fragrances.

Imagined romance

Dolce & Gabbana's ad opens on a close-up shot of two blue eyes. The viewer then learns what the eyes were captivated by, as the camera switches to a man working on the dock.

In a series of shots, the female and male model strip down to their bathing suits and head out on the water in a boat. They bask in the sun and embrace.

As they go in for a kiss, the soundtrack skips and the scene reverts to reality. The woman is still locking eyes with the man from a distance.

Dolce & Gabbana's Light Blue Sun campaign

Dolce & Gabbana often creates seasonal special-editions of Light Blue. For instance, the brand previously transitioned its Light Blue fragrances into winter with a snowy seduction.

A departure from the fragrance's typically sunny Mediterranean scenes for Light Blue, this campaign found a couple skiing and locking lips on a powdery mountain. This departure communicated the fragrance's versatility, while also appealing to consumers in a seasonally appropriate manner ([see story](#)).
