

APPAREL AND ACCESSORIES

## Dolce & Gabbana wades into new territory for men's spring-summer 2021 presentation

July 20, 2020



*Italian fashion brand Dolce & Gabbana hosted a socially distanced fashion show to promote its new spring-summer 2021 men's fashion show. Image credit: Dolce & Gabbana*

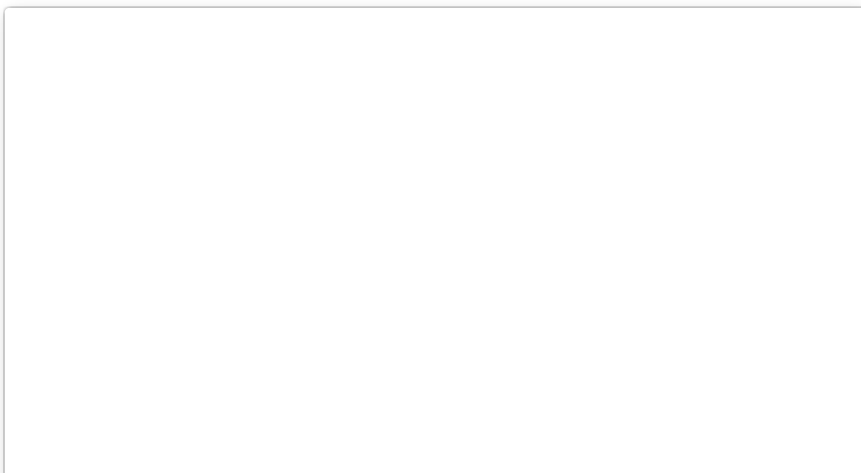
By DIANNA DILWORTH

Italian fashion brand Dolce & Gabbana has dropped a new campaign on Instagram promoting its latest fashion show for men's spring-summer 2021, a hint at how brands are transforming the presentation of their lines at a time when runway presentations have been cancelled due to the pandemic.

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The Dolce & Gabbana spring-summer 2021 men's fashion show was filmed at the Humanitas University Campus in Milan, where models showed off the new look of seaside bathing suits, robes and summer wear with Italian flair.

"Dolce & Gabbana's ongoing support of Humanitas University is at the core of this online campaign and took center stage at its fashion show when Professor Alberto Mantovani from Humanitas Clinical and Research Center addressed the audience with a message of purpose and service," said Cheryl Dixon, strategic communications consultant and adjunct professor at Columbia University, New York.



[View this post on Instagram](#)

The #DGParcoDeiPrincipi Spring-Summer 2021 Men's Fashion Show at the Humanitas University Campus in Milan. The looks are a tribute to Italian genius and recall the colours of the sea. The meeting between contemporary and neoclassic inspires a collection of pure sartorial architecture. In partnership with For Funding by @intesanpaolo Bank and in compliance with the health regulations in force in Italy, the event supports @fondazionehumanitasricerca for Scientific Research. Donate now at the link in bio. Live performance courtesy of #IlVolo #DGMenSS21 #DolceGabbana #MFW #MilanoDigitalFashionWeek

A post shared by Dolce&Gabbana (@dolcegabbana) on Jul 17, 2020 at 6...

*Dolce & Gabbana's latest men's fashion show in Milan took place outside and viewers wore masks.*

Socially distanced fashion show

The show had the flair of an Italian summer celebration, even as the event was a bit reserved with social distancing being enforced.

"The looks are a tribute to Italian genius and recall the colors of the sea," read an Instagram post promoting the new line. "The meeting between contemporary and neoclassic inspires a collection of pure sartorial architecture."

The fashion show event took place at the university campus in compliance with the health regulations in force in Italy. Models stood six feet apart, guests wore masks and hand sanitizers were provided.

The men's fashion show was held in partnership with For Funding by Italian bank Intesa Sanpaolo.

The event supports Fondazione Humanitas Ricerca for Scientific Research, which is a research group that is doing research in the fight against COVID-19.

"Consistency and authenticity are key for brands aligning themselves with a purpose or cause," Ms. Dixon said.

"Dolce & Gabbana and Humanitas University previously cooperated on a scholarship project, so it makes sense that the brand continues its support of the university's research through its current campaign."



*Chanel's showcases Sautoir necklaces and a silk satin dress in the 31 rue Cambon 2019/20 Mtiars d'art collection now in boutiques. Image credit: Chanel*

Chanel's virtual events

Dolce & Gabbana presented its new look to a small audience wearing masks in an outdoor space.

The Italian brand's men's spring-summer presentation follows other classic luxury brands down the same path of looking for new ways to present a new line in a post-pandemic world.

Chanel has been experimenting with the new virtual format for several presentations and has relied on film and photo shoots to host virtual fashion shows.

The French fashion house's first experiment was with its cruise 2020/21 collection that was inspired by Capri on the Italian Riviera, where an in-person event was originally scheduled to take place. Instead, the brand held a virtual fashion show in a studio in Paris, where models and production teams socially distanced with backdrops inspired by the Mediterranean.

Under the hot lamps of the Paris studio, the brand was able to create the feeling of a summer vacation, signaling optimism for the future and with a twist on the whole creative process even as the COVID-19 lockdowns continue to ease ([see story](#)).

For the virtual presentation of Chanel's fall-winter 2020-21 Haute Couture collection the brand tapped French filmmaker Loc Prigent to create black-and-white videos showing artisans working with their hands cutting fabric with scissors, drawing lines on fabric, threading needles, pinning garments and manually moving a loom.

The film played up the craftsmanship that goes into each piece, a marketing strategy to show just how unique the luxury brand's objects are ([see story](#)).

To promote the launch of the 31 rue Cambon 2019/20 Mtiers d'art collection, the company focused on a behind-the-scenes look at the line through a film by filmmaker Sophia Coppola, starring Chanel creative director Virginie Viard. The effort highlights the collection that debuted in Paris last December that is now available in boutiques ([see story](#)).

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