

APPAREL AND ACCESSORIES

Dolce & Gabbana unites generations in opulent film series

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Family Affair: Alta Moda features older and younger women showcasing the new collection. Image credit: Dolce & Gabbana

By NORA HOWE

Italian fashion house Dolce & Gabbana is portraying the union of contrasting generations through a short film series centered on the brand's Alta Moda December collection.

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A harmony of color, fabric and design, the collection brings together different visions in one succinct melody of elegance and beauty. In lieu of the traditional runway event and inspired by the acceleration of a digital culture, Dolce & Gabbana presents the Alta Moda collection through "Family Affair," a series of short films celebrating generational differences.

"This virtual party is something that we're all aspiring to be part of, especially during this time of year," said Dalia Strum, founder of [RethinkConnect.com](#) and professor at [The Fashion Institute of Technology](#). "It has a strong mix of multi-generational, uber-chic attendees which creates an emotional connection through their personalities along with their individualized outfits.

"Incorporating the candy colored lens with neon hair, feather and sneakers with party dresses displayed an attitude that the party is truly what you make it," she said.

A family affair

In response to the current global climate, Domenico Dolce and Stefano Gabbana opted out of their traditional approach to the Alta Moda collection. Last year, they presented the runway show in the Valle dei Templi in Agrigento, sharing an intimate story of their heritage.

This year, they reconstructed the presentation of the collection into a film of women of different ages strutting through a grandiose palazzo. The entire production is centered on the premise of comparing and contrasting generational style.

Dolce & Gabbana Family Affair: Alta Moda

The first episode of the series titled "Alta Gioielleria" gives a preview of the unique styles through a montage of models posing in the pieces.

In the eight-minute second act of the series, women of different generations, imaginably grandmothers and their granddaughters, are seen dressed in glittering gowns made of rich fabrics the same pieces featured in the first film. Some of the models don huge dresses embellished with feathers and tulle, while others are in red silk sportswear.

A large point of inspiration for this show came from TikTok content and the freedom of expression associated with users of the platform predominantly, Generation Z. Mr. Dolce and Mr. Gabbana were inspired by the way young women freely and unapologetically arranged their styles.



The final shot of part two of the film series. Image credit: Dolce & Gabbana

The juxtaposition of generational style is both topical and strategic, as Dolce & Gabbana looks to become more approachable to younger consumers.

The TikTok generation

Social media and other digital platforms act as a form of two-way communication, allowing brands and designers to receive and reply to consumer feedback directly. While this is a relatively new shift in luxury, brands must consider utilizing these channels in order to resonate with the rising generation of luxury consumers Gen Z.

In a conversation with [Financial Times](#) menswear critic Alexander Fury at the FT Business of Luxury Summit on Nov. 23, [Balmain's](#) Olivier Rousteing shared his perspective on democratizing luxury and appealing to Generation Z.

Mr. Rousteing explained that he appreciates TikTok, in particular, for encouraging spontaneity and authenticity, sharing behind-the-scenes moments or playful dancing videos. He has also drawing in viewers, with Balmain's TikTok livestream for its show on the Seine reaching millions of fans ([see story](#)).

Last year, Balenciaga launched a shoppable campaign on TikTok over the holiday season, driving more than 25 million views on the videos, exposing the fashion brand to a new and younger audience, ultimately resulting in 4.5 million clicks to its landing page.

The brand used TopView, a feature of TikTok For Business that enables companies to capture the attention of its users from the moment they open the app with a full-screen takeover. TikTok says this feature guarantees millions of views in a 24-hour period to produce heightened brand awareness and engagement results.

While many luxury brands often use Instagram to curate a more polished feed, content created on TikTok is more playful, often encouraging users to participate in challenges and interact with brands on a personal level ([see story](#)).

"We invest time in content that captivates our attention," Ms. Strum said. "We're searching for things to stay engaged with and Dolce & Gabbana added a great piece to add to the mix."