

FRAGRANCE AND PERSONAL CARE

Dolce & Gabbana celebrates summer romances with Forever fragrances

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Dolce & Gabbana is spending another summer in Capri for Light Blue Forever. Image credit: Dolce & Gabbana

By LUXURY DAILY NEWS SERVICE

Italian fashion house Dolce & Gabbana is continuing the legacy of its iconic Light Blue fragrances with two limited-edition scents.

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The Light Blue Forever fragrance duo for men and women celebrates the turquoise waters of Capri. A new campaign film captures love stories against the backdrop of the Italian island.

Light Blue Forever

Directed by Steven Brahms, the video takes inspiration from the classic Dolce & Gabbana from the 1990s.

An upbeat, romantic pop song plays as the camera finds different couples enjoying the blue Mediterranean waters.

"I love you, don't you know my heart is burning so," the singer vows. "Come on and let me know, you're the one for me."

Light Blue Forever is a refreshing spin on the classic fragrance collection

Models Bianca Balti and David Gandy have been the faces for Light Blue for nearly a decade. For Light Blue Forever, Dolce & Gabbana enlisted a more diverse cast, with a biracial couple, same-sex couples and lovers young and old.

Keeping with Dolce & Gabbana tradition, several of the models don simple and sexy white swimsuits as they swim or lounge by the sea. Balancing the sensuality with sentimentality, the film also shows young children cheerful holding hands and older couples exchanging tender glances.

As the song ends with the words "tell me you'll be mine," the campaign shows brief glimpses of every couple around Capri kissing.

Light Blue Forever Pour Femme has top notes of Granny Smith apple and Calabrian lemon, with floral heart notes of orange blossom and base notes of Virginia cedar and cashmere woods. The Pour Homme complimentary scent has top notes of grapefruit and bergamot, with ozonic and violet leaf middle notes and base notes including musk

and patchouli.

Dolce & Gabbana often creates seasonal special-editions of Light Blue to prevent stagnation.

In 2019, the brand offered a sunny special-edition of its Light Blue scent with another ode to summer love. Following in the footsteps of previous Light Blue efforts, the advertisement featured the requisite flirty premise ([see story](#)).

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