

APPAREL AND ACCESSORIES

## Dolce & Gabbana celebrates individuality in Naples

August 24, 2021



*Cammine Metacena works and studies in Naples, defining the city as history, culture and happiness. Image courtesy of Dolce & Gabbana*

By NORA HOWE

Italian fashion house Dolce & Gabbana has taken to the streets of the Italian city of Naples for the latest iteration of its #DGRealPeople campaign, highlighting local individuals.

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

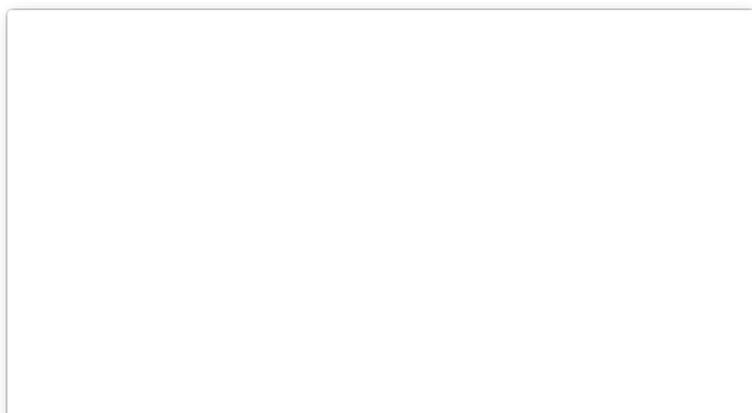
In continuing the "Real People" narrative, which focused on Milan earlier this year, the newest ensemble includes five young Italians based in Naples, captured through the lens of Neapolitan photographer Carmine Romano. Each has individual passions, from making food to working in fashion, but all have a shared affinity for the southern city.

### Real Neapolitans

Released through the brand's Instagram and Twitter accounts, #DGRealPeople spotlights the passions and ambitions of local Italians while also featuring its latest Street Patchwork collection.

Integrating a mix of still imagery and short films of young people, the effort seems to be part of a larger strategy to bring authenticity to the brand, while appealing to younger consumers.

One vignette features Alessandro Vestuto, a student originally from Soccavo, a neighborhood of Naples, who has been playing soccer since he was a child, and is a massive fan of the Naples professional club.



[View this post on Instagram](#)

A post shared by Dolce&Gabbana (@dolcegabbana)

Another video follows Andrea De Martino as he shops for groceries, specifically pasta, suggesting that life is a "combination of pasta and magic."

Mr. De Martino is an avid soccer music and film fanatic, and having grown up in Naples, uses one word to describe the city: intense.

Similarly, Francesco, a Neapolitan pizza chef, loves the city for its ups and downs just as it is.

Each featured individual is seen sporting pieces from Dolce & Gabbana's Street Patchwork collection, which is part of the brand's fall/winter 2021 collection.

The contemporary streetwear looks feature solid colors, padded nylons and unique silhouettes.

Claudio La Mattina, a young creative working in the fashion industry, is originally from Rome but admits that Naples holds a special place in his heart.

"Love Naples, and Naples will love you back," he says in his featured video.

[View this post on Instagram](#)

A post shared by Dolce&Gabbana (@dolcegabbana)

The streetwear collection and "real people" narrative are just added examples of what appear to be a larger brand strategy to appeal to younger affluent.

Only two months ago, the Italian brand partnered with American professional basketball player Anthony Leon "P.J." Tucker Jr. on new iterations of its Miami sneaker.

In a collaboration celebrating creativity and sportsmanship, the collection is characterized by a mix of varied materials and is available in two colorways: Sicilian orange and beige. The new interpretations of the Miami sneaker were inspired by basketball sneakers from the early 1990s and conceived exclusively for the project ([see story](#)).

Individuality, authenticity in luxury

To connect authentically with consumers, luxury fashion brands have turned away from the traditional product-pushing marketing campaigns and adopted more creative and interactive ways of fostering personal relationships with their audiences.

Italian fashion house Prada opened the conversation with its spring/summer 2021 "Dialogues" campaign which encouraged consumers to answer and reflect on profound questions through the brand's web site. The campaign examined the influence of technology and how fashion echoes the realities of a contemporary society, with an assist from user-generated content ([see story](#)).

British fashion house Burberry questioned the ideas of love and freedom in an introspective film, shot before the autumn/winter 2021 menswear presentation.

Filmed by Marc Isaacs, "At a Distance" captured various individuals on the street, in staircases and in courtyards near the brand's flagship store in London. Throughout the short, each person was prompted to answer and reflect on questions regarding freedom and love ([see story](#)).

---

© 2021 Napean LLC. All rights reserved.

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