

APPAREL AND ACCESSORIES

## Dolce & Gabbana celebrates Italian artistry in newest Alta Moda effort

August 31, 2021



*Dolce & Gabbana presented its newest "Alta Moda" collection in Venice. Image credit: Dolce & Gabbana*

By SARAH RAMIREZ

Italian fashion label Dolce & Gabbana is again emphasizing the importance of craftsmanship in the campaign for its latest "Alta Moda" collection.

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Ahead of the unveiling of the collection on Aug. 29 in Venice, the house released several teasers highlighting the skilled artisanship required to create the elaborate, high fashion pieces. Other short films showcased the culture of the iconic Italian city, bringing together Dolce & Gabbana's pillars of heritage and artistry in a new way.

### Alta Moda

For nearly a decade, Dolce & Gabbana has presented its high fashion Alta Moda collections across Italy in an effort to spotlight the country's unique culture. Last September, the presentations were held in Florence.

This year, the label took to Venice to reveal its Alta Moda spring/summer 2022 collection.

### *The making of an opulent Dolce & Gabbana dress*

"Venice represents the perfect harmony of opposites that attract: it is romantic and sensual, melancholic and joyful, rational and visionary, luminous and nocturnal, sacred and profane, dark and golden," said Domenico Dolce and Stefano Gabbana in a statement.

Several new vignettes show the creation of the hand-crafted pieces seen in the collection. The same tactic is used for videos centered around its Alta Gioielleria and Alta Sartoria collections.

The films have no audio or text narration; instead, whimsical classical music accompanies shots of the creative process, allowing the "fatto a mano" craftsmanship to speak for itself.

One vignette features different sketches of a colorful corset dress, which is embellished with crystals, resin and plexiglass flowers. Artisans are shown hand embroidering these unique elements on the gown before the final look is shown at the runway show at St. Mark's Square.

Other films highlight elaborate beadwork, pattern cutting, knot making and other unique skills used in the creation of

the couture-like pieces. These vignettes follow a similar structure, including sketches of the designs and ending with footage from the fashion show.



*These earrings from the Alta Gioielleria line include a depiction of a Venetian canal. Image credit: Dolce & Gabbana*

Techniques such as carving, goldsmithing and glassblowing are similarly showcased in the accompanying high jewelry films.

Dolce & Gabbana also shares more about Venice, a city with centuries of artistic tradition, with educational films. Narrated in Italian with English subtitles, this component of the campaign takes viewers to Venetian landmarks including Palazzo Ducale, Pizzetta San Marco and the Arsenale.

#### Fatta a mano

While often associated with ostentatious and provocative designs, Dolce & Gabbana does not shy away from accentuating its ties with Italian craftsmanship.

Last year, the label revealed its "Fatto a Mano" film series, sharing everything from the making of homemade tagliatelle and tiles to painting Sicilian carrettos and constructing marionettes. The aim was to show appreciation of Italian craftsmanship and support Milan's Humanitas University's scientific work on COVID-19 ([see story](#)).

Craftsmanship also figured into the Dolce & Gabbana's 2020 holiday film, as the house paid tribute to love and tradition through a cheery campaign. In claymation-style, "With Love from Domenico and Stefano" featured figurines of the brand's head designers revealing the artistry behind the gift collection ([see story](#)).