

APPAREL AND ACCESSORIES

## Dolce & Gabbana takes Real People series to Miami

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*Germane Barnes (left) and Carolina Cossu (right) in the #DGRealPeople campaign set in Miami. Image credit: Dolce & Gabbana*

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Dolce & Gabbana** has launched its latest chapter of the #DGRealPeople campaign, centering residents of Miami.

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Dubbed #DGMiamians, the newest effort introduces an architect, sales manager, fashion creative/curator, photographer and a model. The ongoing campaign praises creativity and individuality, two core principals of the fashion brand.

Showcasing the real

Previous iterations of the "Real People" campaign have followed young people in their respective cities, discussing their passions and how living in these cities fuel their personal and career-oriented drives.

The fashion label is commemorating the new chapter with the hashtag #DGMiamians as well as the previously used #DGRealPeople. Dolce & Gabbana has released a short vignette for each person, allowing them to discuss their personal lives and passions.

*Dolce & Gabbana also has a new store in the Miami Design District*

Germane Barnes, a Chicago-native, is featured in the new Miami-based campaign. As he walks around and outside of a Dolce & Gabbana store, he discusses how being an architect helps him to shape the city he lives in.

Carolina Cossu, a native Italian, walks the streets of Miami, discussing how she loves how her profession as a sales manager for a wine company introduces her to new, interesting people. She also shares her opinions on where to find the best food in Miami and what she does when she's feeling homesick for Italy.

The next member of #DGMiamians is Mark Rosa, a fashion creative/curator who moved to Miami from New York. In his vignette, he discusses how he's influenced by Miami's neighborhood of Little Haiti.

Rose Alexis is a Haitian born photographer who describes how her art enables her to be herself. While walking on sand, she discusses how the city of Miami inspires her, especially with its diversity.

Introducing [#DGMiamians](#), the new [#DGRealPeople](#) campaign featuring locals from Miami.

Drew Baptiste is a model who loves the vibe, the music and the people of Miami as much as he loves his family. Being different is very important to him because it's an expression of inner beauty. [pic.twitter.com/blzT90I5h5](https://pic.twitter.com/blzT90I5h5)

Dolce & Gabbana (@dolcegabbana) [December 27, 2021](#)

Another vignette highlights Drew Baptiste, a model, and his son, Macai. As the pair wears adorable identical outfits and walks hand-in-hand, Mr. Baptiste discusses the beauty of being different, saying that he believes that the more different one is, the more beautiful they are.

Previous "Real People" narratives have taken place in Milan and Naples, emphasizing Dolce & Gabbana's heritage. Each featured person has individual passions, from making food to working in fashion, but all have a shared affinity for Italian culture ([see story](#)).

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