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Dolce & Gabbana reinforces heritage with Italian cinema-inspired ad campaign

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By KAYLA HUTZLER

Italian fashion house Dolce & Gabbana is emphasizing the effortlessly chic style associated with Italian female cinema stars in its newest advertising campaign for spring/summer 2012.

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The campaign was inspired by Italian beauty, tradition and cinema, according to the brand. The images have been released on Dolce & Gabbana's Facebook page and its branded blog, Swide.

"The Dolce & Gabbana theme of Italian beauty plays on the general perception that Italy is a style and fashion leader and that its women are stylish and beautiful," said Ron Kurtz, president of the [American Affluence Research Center](#), Atlanta. "This could be a strong theme for Dolce & Gabbana.

"The female stars may contribute to the strength of the theme, but our research shows that the buying decisions of the affluent are rarely influenced by the involvement of celebrities in marketing campaigns," he said.

"[However], Dolce & Gabbana is not using celebrities but rather providing images and

scenes that are reminiscent of famous Italian film stars. The images are very powerful.” Mr. Kurtz is not affiliated with Dolce & Gabbana, but agreed to comment as a third-party expert.

Dolce & Gabbana declined to comment directly.

Pretty as a picture

The Dolce & Gabbana images were inspired by Italian movie stars such as Anna Magnani, Monica Vitti and Sofia Loren.

These women emanate authentic charm, seduction and comfort all at the same time, per Dolce &

Gabbana.

However, none of these actresses actually appear in the advertising images.

Instead, Dolce & Gabbana used Italian-born, international actress Monica Bellucci and models Bianca Balti and Simone Nobili for the campaign images.

The images look like family pictures before and during different events.

For example, there is a photo featuring three different age generations, from grandmother to grandchildren, at the gates of an Italian house.



Ms. Bellucci, Ms. Balti and Mr. Nobili can be recognized in the photo and are clad in the Dolce & Gabbana spring/summer collection.

Another image features the family on what appears to be a bridge or terrace, and the two female stars are posing in their chairs in the front row.



The campaign was shot by Giampaolo Sgura.

Consumers are meant to interpret the images as if they were scenes from an upbeat comedy set in Southern Italy, according to Dolce & Gabbana.

“Italy defines luxury, mystery and desire,” said Chris Ramey, president of Affluent Insights, Miami. “It also reinforces authenticity.

“Adding the social sites connects the dots, and allows for greater impact,” he said.

Printing press

Five of the campaign images can currently be found on Dolce & Gabbana’s Facebook page, with a brief description of the campaign’s inspiration.



Additionally, three of the same photos are also available in larger views on the brand’s blog at <http://www.swide.com>.

The images will also likely appear in luxury print magazines since Dolce & Gabbana seems fond of the traditional platform.



For example, Dolce & Gabbana's cruise collection campaign images were present in W magazine's September issue ([see story](#)).

Additionally, Dolce & Gabbana flaunted its Passion Duo gloss and color fusion lipsticks with an ad starring actress Scarlett Johansson in Vogue's November issue ([see story](#)).

The combination of print and social media outlets for the images will likely help increase the reach of the campaign and garner attention from different consumer groups.

"These images can be incorporated into all of the ways that Dolce & Gabbana communicates to its existing customers and its potential customers," American Affluence's Mr. Kurtz said. "The powerful images used in this campaign convey a story without needing words."

"This will differentiate the Dolce & Gabbana advertising from typical ads, draw readers into the ads, and make it very interesting," he said. "[Additionally], the images give them content and news for dissemination through social media, which constantly needs to be fed with new material."

Final Take

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