

FRAGRANCE AND PERSONAL CARE

## Dolce & Gabbana launches \$1.1B beauty business

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*Dolce & Gabbana is shifting to a fully in-house beauty operation. Image credit: Dolce & Gabbana*

By LUXURY DAILY NEWS SERVICE

Italian fashion house Dolce & Gabbana is establishing a new standalone beauty company, as it shifts from a licensing model to direct operations.

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Based in Milan, Dolce & Gabbana Beauty will be responsible for the manufacturing, sales and distribution of the brand's fragrance and cosmetics products. It will be led by Dolce & Gabbana president/CEO Alfonso Dolce, the brother of house cofounder and designer Domenico, and Dolce & Gabbana Beauty operating CEO Gianluca Toniolo.

"This step is one aspect of a broader, long-term strategy that sees us committed to consolidating, nurturing and promoting the artisanal and manufacturing excellence of our wonderful country and beyond from within the same industrial project," Mr. Dolce in a statement.

"All of this is framed within a context of social sustainability in its various scopes, beginning with respect for and protection of the productive, cultural and territorial districts," he said. "The internalization of the beauty business within the broader Dolce & Gabbana project will also make it possible to evolve the brand experience in a unified and renewed language that combines fashion and beauty.

### D&G Beauty

Since its first fragrance in 1992, the brand has created more than 100 fragrances and worked alongside many of the industry's most renowned perfumers, and has developed an extensive cosmetics offering.

Now, after 30 years, the company wants to bring beauty operations in-house.



*The beauty arm of the brand has been developing fragrances since 1992. Image credit: Dolce & Gabbana*

Dolce & Gabbana Beauty's main functions will be to ensure consistent quality of its products, manage phases of the supply chain and safeguard its quality of service.

The new structure also aims to expand the company's workforce, bringing in highly-trained specialists to carry out operations.

"Dolce & Gabbana Beauty has been created to offer unique experiences to beauty lovers around the world," Mr. Toniolo said in a statement. "From a true Italian brand, a tribute to all those who want to breathe, live and dream of Italy, through creations that express the values and craftsmanship of our people.

"In the new Milan headquarters, an international team of young talents, with the support of excellent production and distribution partners, will interpret Dolce & Gabbana's beauty vision: eternal, instinctive and joyful."

The move to bring its beauty operations in-house goes against the general trend among fashion houses, today, which are increasingly tapping larger beauty groups to operate their fragrance and cosmetics offerings.

For instance, Moncler recently launched its first fragrance line through a deal with Interparfums ([see story](#)), while brands like Gucci, Burberry and Bottega Veneta license their beauty businesses through Coty.

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