

APPAREL AND ACCESSORIES

Dolce & Gabbana turns to Japanese market with special collection

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The Jujutsu Kaisen collection will be available exclusively in Japan. Image courtesy of Dolce & Gabbana, GA/S, JKP

By LUXURY DAILY NEWS SERVICE

Italian fashion label Dolce & Gabbana is the latest luxury house to tap into anime culture with the debut of its Jujutsu Kaisen capsule collection.

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The Dolce & Gabbana x Jujutsu Kaisen capsule collection brings together Made in Italy sensibilities and Japanese culture for a new expression of art and style. The collection will be available exclusively in Japan.

DG x Jujutsu Kaisen

First published in March 2018, Jujutsu Kaisen began as a manga series that follows a high school student who joins a secret group of Jujutsu Sorcerers. An anime television series debuted in 2019 and is available for streaming in markets worldwide.

With more than 65 million copies in circulation, Jujutsu Kaisen is one of the globe's best-selling manga series and a fitting inspiration for Dolce & Gabbana.

The gender-neutral collection is also inspired by the streetwear aesthetics popular in Tokyo, and includes cotton and jersey T-shirts, sweatshirts and nylon jackets, as well as footwear and accessories.



A print jacket from the Dolce & Gabbana x Jujutsu Kaisen capsule collection. Image courtesy of Dolce & Gabbana, GAGS, JKP

The pieces include elements from the Jujutsu Kaisen universe, including character prints, alongside Dolce & Gabbana signatures.

Dolce & Gabbana will leverage pop-ups and pop-ins for this collection, which will be sold exclusively in Japanese boutiques and its ecommerce platform.

The label has increasingly focused on creative and artistic collaborations. It recently worked with Gianpiero D'Alessandro, an Italian designer, writer, artist and graphic designer, on a selection of limited-edition T-shirts ([see story](#)).

Other luxury labels have also introduced manga or anime collaborations.

In January, Spanish fashion label Loewe unveiled its second installment of an ongoing collaboration with Japan's Studio Ghibli. Designed by creative director Jonathan Anderson, the [new capsule collection](#) honors the classic *Spirited Away*, an animated film directed by Hayao Miyazaki that celebrates loyalty and friendship ([see story](#)).