

APPAREL AND ACCESSORIES

## Sharon Stone embodies Italian glamour in cinematic Dolce & Gabbana campaign

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*Sharon Stone in Venice for Dolce & Gabbana. Image courtesy of Dolce & Gabbana*

By SARAH RAMIREZ

Italian fashion label Dolce & Gabbana is celebrating classic beauty with a new vignette featuring American actor Sharon Stone.

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Shot by Michael Muller, the new Devotion handbag campaign is set in Venice with Ms. Stone starring alongside the city's iconic architecture. Although more refined than many of Dolce & Gabbana's advertisements, the campaign remains flirtatious while playing up the brand's Italian heritage.

"Dolce & Gabbana's ethos is inspired by high design, and tends to be more formal yet timeless," said Rebecca Miller, founder/CEO of ARTful Communication, New York. "The designers were originally inspired by eclectic, thrift shop bohemian styles, originally producing deeply colored, animal prints often taking inspiration from Italy's prestigious film history."

"Sharon Stone was cast for her classically infused style, which plays well against the jewel encrusted handbag that declares the desire for elegance, passion and quality shown through the attention to detail," she said. "This combination creates the perfect juxtaposition between two revered fashion statements simple and complex."

"Both demonstrate the balance we experience today as we define our diverse personalities."

Ms. Miller is not affiliated with Dolce & Gabbana, but agreed to comment as an industry expert.

Sweet devotion

The film opens on a closeup shot of the St. Mark's Campanile bell tower the tallest structure in Venice and a gilded weathervane in the form of the archangel Gabriel. He is overlooking the city as the sun rises, and the first of many Roman Catholic symbols in the campaign.

The most prominent is the sacred heart, which adorns the **Devotion collection**.

Traditionally, the sacred heart is often depicted as a flaming heart with a cross and crown for thorns. Dolce & Gabbana's interpretation which has appeared on numerous pieces throughout the years is often topped with a bow

and features the DG monogram.

### *Sharon Stone stars in the new Devotion campaign*

Further setting the campaign's tone are the opening notes of "La donna mobile" from the opera *Rigoletto*. The famous aria was first performed in Venice in 1851 and is often heard during gondolier rides through the city's canals.

Ms. Stone is first seen elegantly sitting at a bistro table and enjoying a cup of espresso in Piazza San Marco, the basilica in the background. A small Devotion top handle bag in red is delicately sitting on the table next to her.

Dressed in a black dress, matching black D&G sunglasses and oversized cross earrings with black sapphires and medallions, the movie star epitomizes glamour. Vintage-style windowboxing is used throughout the vignette, adding an Old Hollywood aesthetic with its imperfect black borders.

After more dramatic shots of Venice, Ms. Stone reappears cozying up to American model Adam Senn and British model Sam Webb in an ornate corner booth. They flirt and laugh together, and she lovingly gives one of the men a kiss on the cheek.

Again, the actress is dressed in black this time, a more revealing crop top set while the men are dressed in polished tuxedos. Her look is accessorized with gemstone earrings with a bow and heart motif, a matching ring and a green Devotion box bag in green again posed gingerly on the table.

Following more aerial views of Venice, the third act finds the trio nestled in a black and gilded gold gondola echoing the film's color palette. Ms. Stone has added a matching garnet heart pendant and swapped the box bag for a large Devotion bag in black quilted leather.

As the aria crescendos, Ms. Stone returns to the piazza with her handsome companions. They laugh and hug, with two men kissing the star's cheeks.



*Sharon Stone is joined by Adam Senn and Sam Webb. Image courtesy of Dolce & Gabbana*

For her final look, Ms. Stone rewears the oversized cross earrings and adds a matching cross necklace and black sapphire family ring. She wears a sexy black dress with a black lace bustier and carries a small Devotion handbag in black crocodile.

The campaign was styled by Paris Libby. Ms. Stone, Mr. Senn and Mr. Webb also appear in a series of flirty and carefree editorial images shot by Mr. Muller, a longtime collaborator of the actress.

#### **Religious motifs**

The history of Italy and the Catholic Church are inextricably linked, so it is no surprise that brands with Italian origins often rely on religious symbolism.

In 2018, the Metropolitan Museum of Art's Costume Institute put its lens on religious influences in fashion, tracing the ways in which devotional practices have found their way into design.

"Heavenly Bodies: Fashion and the Catholic Imagination" showcased religious art from the museum's collection alongside liturgical garments and fashion designs that take reference from Catholicism. The exhibit included a golden dress embellished with a shoulder-to-toe cross from Italian fashion label Versace as well as a Valentino dress designed by Maria Grazia Chiuri and Pierpaolo Piccioli that depicts biblical characters Adam and Eve on the skirt ([see story](#)).

In another Dolce & Gabbana effort melding religion and history, the brand invited street artists to paint outside its boutique doors as part of its #ItaliainsLove spring/summer 2016 campaign. The collaboration called forth an Italian tradition, dating to the 16th century, in which traveling artists began to recreate church paintings or other scenes of national or religious interest onto the pavement ([see story](#)).

The new Devotion campaign echoes this Italian history with a refined take on *la dolce vita*.

"What makes this a unique and effective campaign is the natural ease of the video reflecting the general beauty of the country's culture," Ms. Miller said. "It takes time to enjoy the natural beauty of Venice shown through the choice of models, fine food and establishments, the truthful enjoyment of time with friends and the energy of high fashion with religion serving as the celluloid."

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