

HOME FURNISHINGS

Dolce & Gabbana blends artistry, seduction in Casa campaign

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Rapper Machine Gun Kelly for the D&G Casa Collection. Image courtesy of Dolce & Gabbana

By SARAH RAMIREZ

Italy's Dolce & Gabbana is turning its home furnishings into masterpieces with an artistic new campaign.

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The new **Casa Collection** campaign, which spans film and still images, alludes to the works of Renaissance masters. The effort embodies Dolce & Gabbana's heritage and sensual sensibility, while spotlighting the four themes of its Casa offerings.

"This campaign reinforces Dolce & Gabbana's progressive attitude towards inclusivity moving, once again, from a more traditional viewpoint to one which honors the social mores of today," said Rebecca Miller, founder/CEO of **ARTful Communication**, New York.

"The vibrant expression of their brand is entertaining and unafraid," she said. "This campaign signifies both visually and verbally these aspects."

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

Casa cinema

Fashion photography duo Mert Alas and Marcus Pigott, best known as Mert and Marcus, shot the new campaign, bringing to life a dreamlike setting with a moody atmosphere. Dramatic instrumental music plays throughout the vignette.

The film opens on an older woman, laying nude on a lavish zebra print couch except for bright jewelry. She is carefully draped with a matching zebra blanket and is writing a letter.

The #DGCasa campaign was inspired by Renaissance paintings

"I don't know how to begin this letter," she says in a voiceover. "You've always been the bright part of me, and I your shadow."

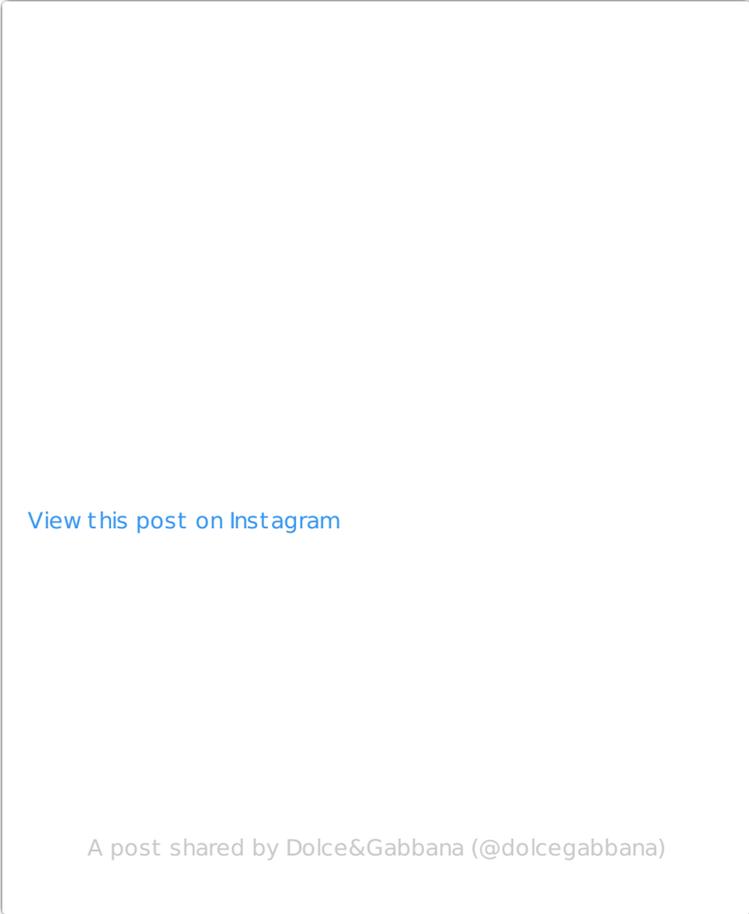
Next, the film reveals a similar set up with the Carretto Siciliano motif. Here, a young male model is writing his own love letter while nude.

"It's not in my nature to send flowers, which are beautiful for a few days, then wither," he says thoughtfully. "I prefer to write you a letter that you cannot erase."

The scene fades to black and transitions to an ornate Leopardo setting, filled to the brim with plush decorative pillows and gold decor accents that pop against the black backdrop.

The Leopardo model gets dark in her love letter, writing, "I actually prefer nightmares to dreams; at least I remember them, and some are so powerful they wake me up."

She holds a pomegranate, a fruit that is often incorporated in Dolce & Gabbana pieces, before reclining on her fainting couch and the scene again fades to black.



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A post shared by Dolce&Gabbana (@dolceandgabbana)

The Blu Mediterraneo theme

The pomegranate also appears in the fourth scene, dedicated to Blu Mediterraneo. A male model eats the fruit from a printed plate and watches the dark red juices drip down his arm.

"I think the people here are starting to think I'm crazy," he writes in his letter. "And maybe they are right."

The pace of the vignette quickens, jumping more rapidly from scene to scene. The four protagonists' voices come together, completing each others' sentences for one cohesive narration.

The letters become more emotional as they reflect on love and loss.

"I turn this question over to you now, as if by magic you could tell me something that changes things," the protagonists say. "Magic exists, does it?"

The film then ends with a final fade to black.



The campaign showcases the four themes of the Casa Collection. Image courtesy of Dolce & Gabbana

Accompanying still images capture models, including some from the short, with their corresponding surroundings. Again, their nude silhouettes except for some jewels or bright makeup leave the focus on the Casa Collection in a provocative manner befitting of Dolce & Gabbana.

Making a special appearance in the photographs is American rapper and actor Colson Baker, better known as Machine Gun Kelly or MGK. The star who has developed a close relationship with the brand, even appearing on the runway for Dolce & Gabbana's fall/winter 2022-23 show poses with multiple Casa motifs, with his colorful tattoos on full display.

"There is a distinct reference to the classical in the campaign," Ms. Miller said. "The nudity, an expression of beauty and desires of the human body, the glorious expression of wealth through gems, the color palette and the room settings.

"You are invited to experience poetry, eroticism, secrecy, expression and desire," she said. "These are the emotions that help communicate the spirit of their home collections."

Investing in the home

Dolce & Gabbana launched its home furnishings collection last year, with four themes that capture the lifestyle and tradition at the core of the brand.

The motifs adorn a selection of table accessories, textiles and other decorative items. Many items are available in several versions of the various themes, catering to shoppers' personal aesthetic preferences while reflecting the maximalist boldness that Dolce & Gabbana is known for ([see story](#)).

Dolce & Gabbana continues to prioritize the line, having recently opened its first boutiques dedicated to its Casa collection in Milan. Both stores are found in the city's upscale Quadrilatero della Moda shopping district, with one space dedicated to furnishing accessories and the other focused on the furniture itself ([see story](#)).

The new campaign, however, is the first dedicated solely to the Casa Collection and comes ahead of Milan Design Week.

"Dolce & Gabbana has never been afraid to express or present design through human form," Ms. Miller said. "Its ethos has been translated from fashion to home, enveloping color, pattern and polemic designs.

"These positional marketing angles make this a unique campaign celebrating and sharing a wide berth of ages, sexuality and sensitivity."