

APPAREL AND ACCESSORIES

Dolce & Gabbana presents ode to Sicily with musical exploration

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The brand travels to Sicily to explore Italian heritage and musical influence. Image credit: Dolce & Gabbana

By NORA HOWE

Italian fashion house Dolce & Gabbana is returning to its roots with a new video project dedicated to the sounds and influence of Sicilian singer Rosa Balistreri.

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Honoring her legacy in music and Sicilian culture, the brand infuses the streets of Syracuse, a coastal town on the southeast edge of the Italian island, with its DNA. Shot by Giacomo Triglia and styled by Ramona Tabita, a short film showcases the beauty of fashion and Mediterranean architecture with the sounds of Ms. Balistreri serving as their backdrop.

Cu ti lu dissi

While short in length, the film carries a breadth of emotional power as it alludes to Dolce & Gabbana's deep connection with Italian culture and history.

It opens with a shot of a young woman traversing through the narrow walkways of the small town of Syracuse, known as Siracusa, in Italian.

Founded in around 730 BC by Greek settlers, the entire city of Syracuse is now preserved as a UNESCO World Heritage Site.

Dressed in head-to-toe Dolce & Gabbana, from jewelry and face veils to form-fitting silhouettes and head scarves, she fashions monochromatic black looks complementing the gothic style of much Italian architecture.

A tale of sensuality and tradition on the notes of "Cu ti lu dissi", by the great Sicilian songwriter Rosa Balestrieri. A film by [@giacomotriglia](#) and styled by Ramona Tabita, where the essence of the [#DGDNA](#) lives in the streets of Siracusa.

[#DolceGabbana pic.twitter.com/jT3narihs1](#)

Dolce & Gabbana (@dolcegabbana) [August 17, 2022](#)

The film is set to the raspy tune of "Cu ti lu dissi" by Rosa Balistreri, who was born in a province of western Sicily in 1927 and serves as the inspiration for Dolce & Gabbana's campaign.

At the age of 24, Ms. Balistreri left her small town to pursue life outside of Sicily, landing in the Tuscan city of Florence, where she worked as a domestic servant. It was not for 15 years, however, that she started her musical career.

At the age of 39, Ms. Balistreri was cast as the lead in Dario Fo's "Ci ragiono e canto." From there, she launched a renowned and successful music career, often singing about the beauty and tragedy found in Sicily.

After releasing two albums, she performed at notable venues such as the Tetro Carignano in Turin and the Teatro Manzoni in Milan.

While she passed away more than 30 years ago, her music and influence live on through Sicilian culture, and evidently, through contemporary enthusiasm for Italian pride and heritage.



The protagonist sits with some local women of Syracuse. Image credit: Dolce & Gabbana

The film is hardly the brand's first ode to Italy, however, the spotlight on a historical and influential figure is a slight pivot from Dolce & Gabbana's typical approach.

Viva l'Italia

Like many luxury Italian brands, culture and heritage are paramount to Dolce & Gabbana's ethos and brand messaging.

Last month, the brand took a step into audio art with the release of a podcast, "Molto Italiano" which examines the Italian culture behind the brand's values. It explores the house's founders Domenico Dolce and Stefano Gabbana's relationship to Italy, art and culture while illustrating the impact of their work.

Each week, Molto Italian dives into a different chapter revolving around a concept that is quintessentially Dolce & Gabbana a sign that is crucial to the house's history and DNA that is also inherently Italian ([see story](#)).

Prior to this release, the fashion company tapped American actor Sharon Stone to celebrate classic beauty in a campaign set in Venice.

Although more refined than many of Dolce & Gabbana's advertisements, the campaign remained flirtatious while playing up its Italian heritage ([see story](#)).