

APPAREL AND ACCESSORIES

Dolce & Gabbana unveils room wear collection in seaside film

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American rapper Machine Gun Kelly starred in Dolce & Gabbana's overarching Casa ADV campaign. Image credit: Dolce & Gabbana

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Dolce & Gabbana** has released a new campaign film for its D&G Casa collection bathrobes.

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The spot, which aired on Sept. 12, features bold textile robes which are juxtaposed with the blue expanse of the ocean. Aboard a yacht, models in Dolce & Gabbana wear the intimate loungewear and infuse the collection with a unique nautical feel.

Sea breeze and sophistication

The campaign film, which opens with a shot surveying a seaside town, initially portrays two models stroking each other and intimately talking on the deck of a yacht. While eating strawberries and lying on patterned pillows from the Dolce & Gabbana Casa collection, the two protagonists smile and lounge around in complete relaxation.

The new "#DGCasa Bathrobes collection" campaign film

With her hair wrapped in a towel, the female model leans over the side of the boat and gazes at the sea. A voyeuristic entity snaps photos of her, perhaps an allusion to the way paparazzi follow notable celebrities and document their vacations.

Still with an omnipresent photographer snapping audible photos, the couple dances and luxuriates on their yacht. The film ends with "Dolce & Gabbana Casa" flashing on the screen, before the spot draws to a close.

The Dolce & Gabbana Casa collection is not the only collection the Italian fashion house has recently released with a casual and relaxed air. The luxury fashion label recently released the The Cala Di Volpe Exclusive Collection, in collaboration with Hotel Cala Di Volpe ([see story](#)).