

APPAREL AND ACCESSORIES

## Dolce & Gabbana release 'Ciao, Kim' spring/summer campaign

February 17, 2023



*The 'Ciao, Kim' campaign follows the influencer through an Italian villa. Image credit: Dolce & Gabbana*

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Dolce & Gabbana** is inviting the new season in with help from media personality and creative collaborator Kim Kardashian.

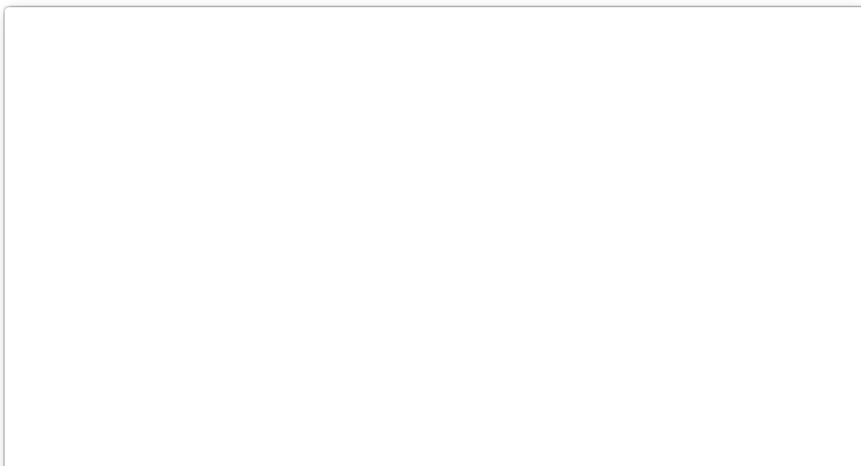
Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The "Ciao, Kim" collection, which Ms. Kardashian co-designed with the brand, debuted last September as part of Milan Fashion Week. Now, the mogul stars in an accompanying black and white campaign, posing in various rooms of an Italian villa.

Sweet dreams

"Are we dreaming?" Ms. Kardashian says in voiceover at the start of a campaign video, shot by renowned fashion photographer duo Mert and Marcus.

In an early moment of the video, she lay strewn across a bed in a full, leopard print body suit and matching knee-high stiletto boots, seemingly disappearing into the matching bedspread. A male model joins her on the bed in another setup in which she has changed into a black, halter-neck corseted bustier.



[View this post on Instagram](#)

A post shared by Kim Kardashian (@kimkardashian)

The collection's aesthetic is inspired by and reinterprets Dolce & Gabbana's archives from the 1990s and 2000s, eras of particular influence, cites Ms. Kardashian.

Looks include a shiny silver metallic peplum dress which Ms. Kardashian wears as she leans on the balcony's balustrade and looks out over the Italian landscape.

Lace makes appearances throughout the video as well, in the form of a black mourning veil, another veil of point d'esprit and a full-length shimmering cream gown.

Ms. Kardashian rose to fame starring in "Keeping Up with the Kardashians," a reality show which soon made celebrities of the rest of her family. Her younger sister, model Kendall Jenner, recently starred in British footwear brand Jimmy Choo's spring/summer 2023 campaign ([see story](#)).

Ms. Kardashian herself has been a muse and collaborator to countless brands including fellow Italian fashion houses Fendi ([see story](#)) and Roberto Cavalli ([see story](#)), as well French fashion house Balenciaga ([see story](#)).

Those interested can further explore the collection at [dolceandgabbana.com](https://dolceandgabbana.com).

---

© 2023 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.