

APPAREL AND ACCESSORIES

## Dolce & Gabbana drop UAE-exclusive capsule

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*The brand is joining other luxury names in releasing a Ramadan drop inspired by the desert sun. Image credit: Dolce & Gabbana*

By EMILY IRIS DEGN

Italian fashion house Dolce & Gabbana is bringing together house looks and Arabian styles in a new drop in time for Ramadan.

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The brand's "The Dawn Of a New Elegance" **campaign** features a collection made specifically for the United Arab Emirates (U.A.E.). With shots by Italian fashion photographer Nima Benati and Dubai-based videographer Kalid Hasan, the visuals capture the solar-dominated landscapes of the desert, the timelessness of Moorish architecture and the Mediterranean heritage of Dolce & Gabbana.

"In 2016, Dolce & Gabbana became the first global (Europe-based) luxury fashion brand to release a **collection specifically for Muslims**," said Dr. Heather Akou, **fashion historian** and associate professor of fashion design at Indiana University, Bloomington.

"The market for these designs is primarily ultra-wealthy countries in the Middle East, including the U.A.E., Qatar and Saudi Arabia."

Dr. Akou is not associated with Dolce & Gabanna, but agreed to comment as an industry expert.

Turning east

Turning to the Arabian deserts, this exclusive drop is inspired by the warmth and winds that call the region home.

Made up of light-weight fabrics, sparkling embroideries and long lengths, the campaign celebrates what Dolce & Gabbana is calling a "genuine ode to the awe-inspiring attraction of dawn, the subtleties and the delicateness of nature at its best."

*The Dawn of a new elegance*

The campaign features a desert, drenched in ethereal light. The pieces are worn with confidence as the model walks through buildings featuring Moorish architecture a signature tradition of the region.

The use of sunlight showcases the clothing's ability to reflect, many of which being decorated in sequins for added

extravagance, further centering the sun as the true muse of the collection.

The silks, satins and laces also allow for the wearer of the pieces to live more in harmony with the sun, being optimal for desert living and extreme heat.



*Mediterranean florals meet desert aesthetics in the timely drop. Image credit: Dolce & Gabbana*

The drop's limited collection is only available in the U.A.E., at select boutiques, including those located in the Dubai Mall and The Galleria Mall in Abu Dhabi, coming just in time for Ramadan celebrations.

In recent years, in the U.A.E. especially, there has been a growing push to commercialize the holy month, making luxury campaigns during the holy month better positioned than they might have been in years previous.

Rather than being a month of fasting, feasting and spiritually communing, lavish gifts and exclusive parties are making their way into the modern Ramadan observances, pivoting the sacred holiday towards one that involves more spending than conserving something Dolce & Gabbana seems privy to.

"Among middle and upper-class Muslims there is increasing pressure to commercialize Ramadan with gifts, lavish parties, and expensive new clothing," Dr. Akou said.

"The vast majority of Muslims cannot afford these luxuries."

Many Muslims in even these ultra-wealthy countries in Arabia are battling unsafe living conditions, hunger and contaminated or depleted water. Because of this, very few of the population being referenced will even be able to afford the pieces being marketed to them.



*Luxury brands are at the forefront of the modernization of Ramadan celebrations. Image credit: Dolce & Gabbana*

Despite this, luxury brands remain hopeful as the holiday ensues, many of which releasing Ramadan-specific collections and drops inspired by and meant for Muslim consumers.

French fashion house Christian Dior released the "Dior OR" Ramadan capsule collection in honor of Holy Month, hosting an iftar with celebrating celebrities. The brand reimagined designs to be bathed in gold, inspired by the sparkling dunes of the Middle East.

Brand Ambassador and [#MADRisingCelebrity @razanejammal](#) shining in the latest Ramadan Collection [#diorOr](#) at [@Dior](#) iftar last night

: [@patrickswaya](#)

Makeup: [@Dior Beauty Serby Gli pic.twitter.com/o8r4hHzS66](#)

MAD Rising Celebrity (@madrising\_) [March 28, 2023](#)

Like Dolce & Gabbana, the brand's collection is exclusively available in boutiques in the region.

Dolce & Gabbana was also inspired by golden hues, but was able to fuse together the Arabia-specific references with the classic florals and colorful tones of the Mediterranean that the brand has become so known for, demonstrating perhaps a more complete picture of intersectional fashion via abayas and tunics all combining with the trademark, bold shades of Dolce & Gabbana.



*Luxury brands are attempting to be inclusive during Ramadan, bringing in affluent Muslim consumers. Image credit: Dolce & Gabbana*

Italian fashion house Giorgio Armani, Italian fashion label Versace and Italian cashmere label Loro Piana are just a few other luxury names that have released Ramadan collections this year, showing that luxury brands are working to provide more inclusive imagery of fashion, as well as further incorporate affluent Muslims into their consumer base. Ramadan is clearly presenting an opening in their eyes.

Ramadan releases

While Dolce & Gabbana was among the premiere luxury retailers outside of the Middle East to embrace Muslim fashion through an entire collection, the first drop was not limited to an exclusively Middle East debut.

Unlike this latest Ramadan drop's specificity to U.A.E. locations, that first release was available at Middle Eastern boutiques, as well as stores in Paris, London, Milan and Munich.

Homage to the captivating allure of the sun and the delicateness and energy of nature at its best.

Discover more at <https://t.co/a7vIXiTFjm#DolceGabbana> [pic.twitter.com/kQtXilxFC](#)

Dolce & Gabbana (@dolcegabbana) [March 29, 2023](#)

Online retailer Farfetch has also released limited-edition Ramadan collections multiple years in a row ([see story](#)). However, it is not just luxury fashion that is tentatively exploring these efforts, turning to Ramadan as a time to showcase appreciation for Muslim fashion, Middle Eastern landscapes and Islamic culture.

Swiss watchmaker Vacheron Constantin recently highlighted its own appreciation and ties to the region, communicated through film ([see story](#)). Hospitality group Four Seasons Resorts and Hotels also is currently showing support for the holiday, engaging in celebrations around locations in the Middle East, such as Egypt and U.A.E. ([see story](#)).