

APPAREL AND ACCESSORIES

## Dolce & Gabbana, National Trust of Italy partner to preserve Italian heritage

April 18, 2023



*The first project carried out by the brand and FAI is a virtual space made especially for Milan Design Week. Image credit: Dolce & Gabbana*

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Dolce & Gabbana**'s newest partnership exemplifies the company's appreciation of its home country's creativity and design history.

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The brand is now an official institutional partner of the National Trust of Italy, a private nonprofit working to preserve Italy's heritage on a cultural and artistic level. Through this relationship, Dolce & Gabbana promotes the nation's aesthetic codes and values, a platform upon which its own label has been built.

Italian iteration

Both parties are committed to keeping Italy's love of beauty alive and well.

With shared national pride at the heart of the partnership, Dolce & Gabbana and the Fondo per l'Ambiente Italiano (FAI) are dedicated to jointly exploring and promoting the country's heritage through activations and educational efforts.



*The Italian brand is coming to historic sites owned by the foundation, exploring its place in Italian history. Image credit: Dolce & Gabbana*

First formed in 1975, FAI offers nearly 50 years of experience safeguarding Italy's legacy to the new relationship.

The organization remains funded and supported by private individuals, institutions and businesses across Italy.

The partnership is set to run from 2023 until 2026, with a slew of projects scheduled throughout.

First of that lineup, the brand will take over the Castello di Masino in Caravino, one of the foundation's protected sites, as Dolce & Gabbana delivers its house creations to the historic castle. Window displays of the space in Milan boutiques specially created in light of Milan Design Week will also go live.

For the same event, the brand is unveiling the Virtual Room. The metaverse version of Dolce & Gabbana's store located at Corso Venezia 7 one of two Milan flagships – brings together Italy's historic art and aesthetics with the future of retail.

German fashion house Hugo Boss, recently unveiled a similar concept, coming out with an immersive, virtual store for Metaverse Fashion Week in March ([see story](#)).

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