

APPAREL AND ACCESSORIES

Dolce & Gabbana gets up close and personal with digital creator for menswear capsule

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The Italian fashion house's latest design exercise marries old and new, offering a fresh take on heirlooms while leveraging a popular blogger's online audience. Image credit: Dolce & Gabbana

By EMILY IRIS DEGN

Italian fashion house Dolce & Gabbana is showcasing the sentimental versatility that clothing can hold, meeting a notable figure's followers with a resonant sales pitch.

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Collaborating with Spanish blogger Pelayo Daz, the brand's latest release offers luxury looks printed with references to the creator's past, from images of shells that pepper the beaches of his childhood to porcelain motifs mirroring the plates that held his traditional family breakfasts. Exploring Mr. Daz's life through design, Dolce & Gabbana's latest exercise marries old and new, offering a fresh take on heirlooms while leveraging the individual's online influence.

Daz deep dive

Dolce & Gabbana's [Special Collection x Pelayo Daz](#) offers a balancing act, pairing hyperpersonal imagery with popular trends.

Though the ready-to-wear men's pieces are directly inspired by the memories of Mr. Daz, cuts and materials favor high-fashion preferences for broader appeal. That said, the decision to platform the 36-year-old carries perks of its own, as he holds an audience of over one million followers on Instagram.

Five new D&G prints capture Mr. Daz's childhood in Ribadesella, Spain

The capsule drop is filled with leisure-friendly fits; the brand transforms nightwear styles into relaxed, luxury garments that include Bermuda shorts, dressing gowns, pajamas and shirts.

Each piece is woven with meaning in a literal sense, given Dolce & Gabbana produced five new prints based on the life and personality of Mr. Daz. Intimate moments with his family, visuals from his house and nods to his hometown each inform the imagery.



The religious practices and history of Ribadesella are among the bits of Mr. Daz's life on display. Image credit: Dolce & Gabbana

The culture of his old stomping grounds in Ribadesella, Spain is also explored. The community's coastline, native plants, architecture and people are all brought together in detailing that uplifts the collection's cultural staying power. Through silk, intricate imagery and a flurry of colors, consumers are not only given a peek into a famous figure's memories and roots but gain a chance to experience an entirely new landscape, a process initiated by the clothing.



Seashells that are traditionally found around Mr. Daz's familiar beaches serve to send consumers off to Spanish coastlines in spirit. Image credit: Dolce & Gabbana

As consumers are increasingly showing demand for sensorial and engaging interactions with brands, the choice to craft apparel around the influencer's life aligns a curated selection of visuals with widespread preferences.

Marketing memories

Dolce & Gabbana are well-versed in the power of personal narrative. In June 2022, founders Domenico Dolce and Stefano Gabbana were highlighted through film.

With relationships at the project's core, Dolce & Gabbana married human connection and fashion ([see story](#)). Though similar in sentiment, the lives centered were those of the brand's founders.

Bringing in a new face entirely makes the collaboration with Mr. Daz stand out from what has been done before.

Pelayo Diaz x [#DolceGabbana](#): a special Collection that captures the essence of a soulful journey through family heirlooms and cherished memories of youth in Ribadesella, Spain.

Discover the collection at <https://t.co/iGxqcCDwgx> pic.twitter.com/v7NqtTNh2D

Dolce & Gabbana (@dolcegabbana) [June 15, 2023](#)

Luxury at large is reacting to the mounting levels of success that nostalgia brings forth.

Brands across categories are grounding campaigns in relatability, platforming personality ([see story](#)) and upping familiar sights and smells as part of sensory experiences ([see story](#)), merging modern marketing and the ultra-personal together.

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