

APPAREL AND ACCESSORIES

Dolce & Gabbana debuts global beach takeover series

June 29, 2023



Italian fashion house Dolce & Gabbana is resetting popular leisure destinations across its home country, Spain and France. Image courtesy of Thibaud Georges/Dolce & Gabbana

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Dolce & Gabbana** is applying its design codes to leisure destinations across its home country, with extensions in Spain and France.

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Titled "DG Resort 2023," the brand's latest activation translates into a full beach takeover of popular vacation spots throughout Europe. The project ladders up to a multipart summer collection of the same name, each individual drop based on the decor of one of the four offline locations.

Summer vibes

From a cool-colored Mediterranean-inspired swirl integration to warm-toned outdoor beach club decorations, Dolce & Gabbana's resorts all sport distinct looks.

Now live, the revitalized Casa Amor is an exclusive setup to St. Tropez. It takes red, yellow, green and blue patterns, splashing prints across them across furniture, pillows, rugs and hanging wall tapestries. Dressed in seasonal digs, the layout is inspired by and named after Carretto Siciliano, a fixture of Italian folklore.

#DolceGabbana adorns the exclusive Casa Amor in Saint-Tropez, a bohemian-style beach club, in iconic **#DGCarretto** print. Immerse yourself in authentic Mediterranean vibes, visit Casa Amor. pic.twitter.com/uDicprzEnd

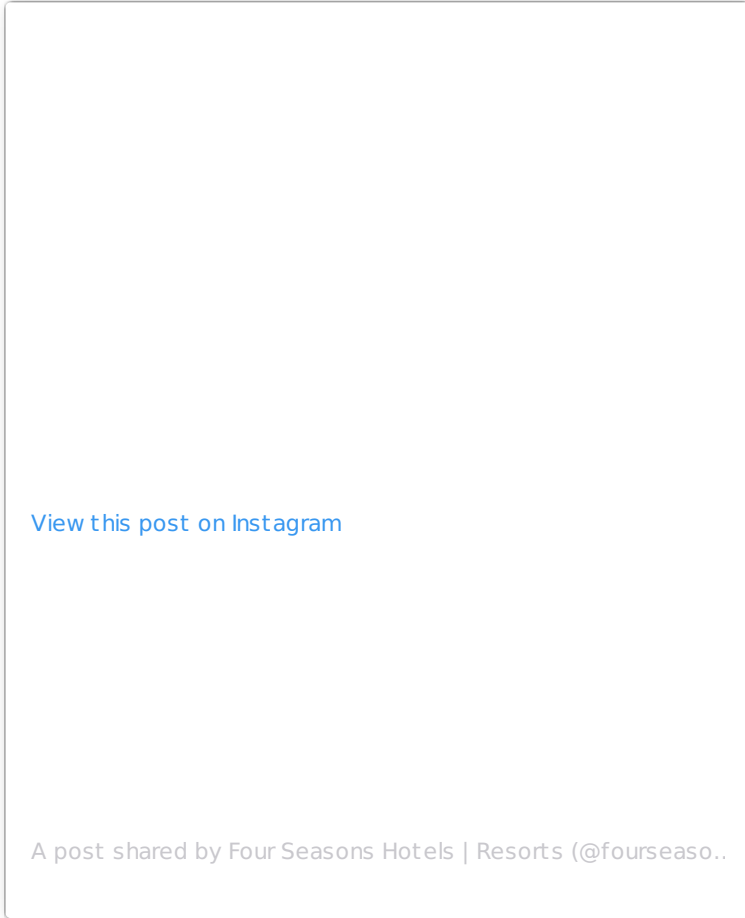
Dolce & Gabbana (@dolcegabbana) **June 26, 2023**

Of the other three locales that received a DG Resort revamp, none make use of the French beach club's famous bohemian look, instead opting for a cool-toned, blue and white "Mediterraneo" motif.

In Italy, the Grand Hotel Quisisana in Capri receives the makeover while in Taormina, the San Domenico Palace, a

Four Seasons Hotel, takes the hues into consideration. The La Cabane cabana, part of the Los Monteros luxury lodging in Marbella, Spain, is also home to new designs.

The Spanish locale has additionally received an exclusive pop-up store to celebrate the campaign, and a nearby restaurant helmed by three Michelin-star chef Dani Garca has reserved a portion of its space to represent the brand's Carretto Siciliano pattern.



The DG Resort 2023 summer collection is available now on the label's website.

This month, Dolce & Gabbana used the Blu Mediterraneo imprint in a separate activation, adding the color scheme to home furnishings and appliances in partnership with fellow Italian company Smeg ([see story](#)).

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