

FRAGRANCE AND PERSONAL CARE

Dolce & Gabbana unites men, makeup in new marketing effort

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The Italian leader's latest delivery eyes a demographic displaying a growing interest in grooming products. Image credit: Dolce & Gabbana Beauty

By AMIRAH KEATON

Italian fashion house Dolce & Gabbana is lifting a cosmetic launch with an unlikely target: millennial men.

The brand's new tinted moisturizer centers a continuous campaign featuring faces typically reserved for the label's fragrances. Dolce & Gabbana has decided to bring men into the makeup fold for "Millennialskin On-The-Glow," the unisex product supported with messaging that suggests the heritage name's beauty division seeks a greater share of the men's grooming market.

Promo and product trial

The makeup collection's title makes one aspect of its desired consumer profile perfectly clear.

Now, Dolce & Gabbana Beauty is enhancing the picture with a gendered update, adding men into the mix as shown across a batch of branded assets.

Italian blogger Mariano di Vaio puts "Millennialskin" to the test in a new video

Italian blogger Mariano di Vaio joins the company for a new round of marketing, the ambassador slotting in on a 30-second video advertising spot captured by film director Valentino R. Sandoli.

To the tune of "Continuit" by Italian composer Piero Umiliani, Mr. di Vaio takes to his bathroom for what the brand refers to as his "daily beauty ritual."

A towel tied to the main character's waist and a damp upper back confirms the basis of his performance.

The freshly-showered star is shown doling out two pumps of Dolce & Gabbana's skin-evening product, giving the bottle's ultra-lightweight contents a swirl on the back of his hand before proceeding with a full-face application.

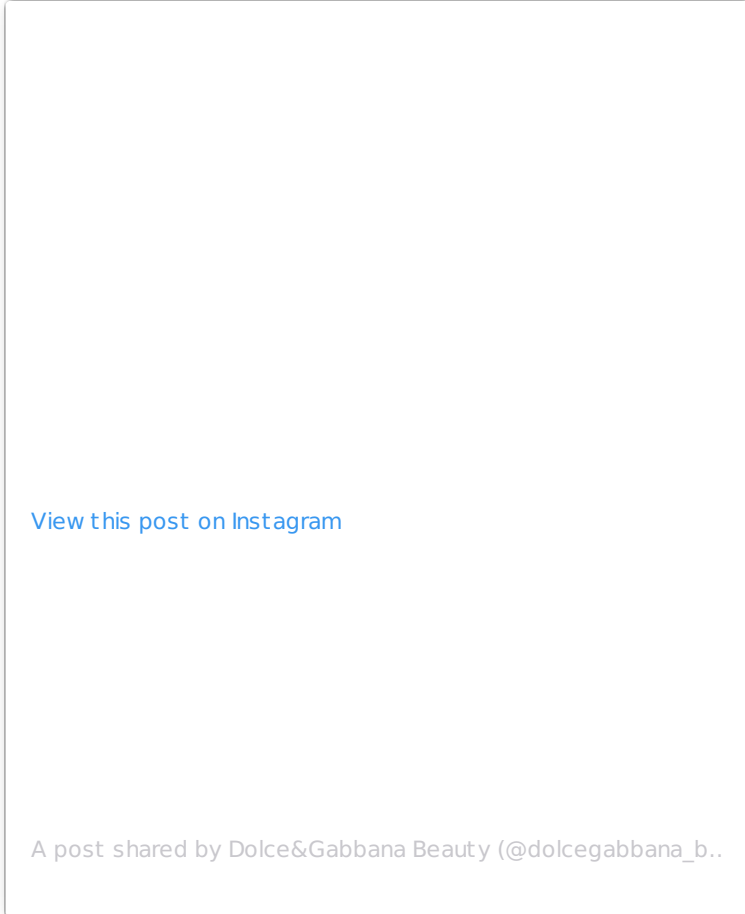
Released alongside visuals with captions that unearth Mr. di Vaio's shade the model uses Millennialskin On-The-Glow in shade Hazelnut 410 the collective effort contains a few key elements that could work to appeal to a relatively new audience.

For one, Dolce & Gabbana Beauty's medium of choice is of note.

The decision to start with a tinted moisturizer "designed to effortlessly deliver a natural, fresh, and radiant glow," according to Dolce & Gabbana, versus products featuring heavier formulations such as foundation or full-coverage concealer, strikes as intentional.

Additionally, the brand's approach appears to simultaneously destigmatize men's use of the product while platforming the line.

One aesthetically pleasing product still in particular shows packaging positioned beside a shaving kit with gold accents that match the set's fixtures.



The post points to the presence of taste and frames Millennialskin in function, here arriving in bottled form.

Product trial is also prioritized throughout marketing materials, with Dolce & Gabbana's model swatching the tinted moisturizer in a close-up shot pushed live onto social media this month.

All-in-all, the Italian leader's latest delivery eyes a demographic displaying a growing interest in grooming products, sparking questions about whether more luxury brands should be making strategic moves toward the segment.

Monetizing new makeup segments

The evolution of the men's grooming market is not to be ignored. Business is booming in this department.

According to market insights database Statista, the global male grooming market is projected to reach \$115 billion by 2028, up from almost \$80 billion in 2022.

An easing of long-standing taboos surrounding men's makeup, one that has relegated the category almost entirely to women consumers since its advent, may also have something to do with the shift.

Those interested in what their favorites may have to offer on this front could soon see the sector open up.



[View this post on Instagram](#)

A post shared by Dolce&Gabbana Beauty (@dolcegabbana_b..

Though barriers to entry like gender norms and general availability have historically remained much higher here, a rising number of campaigns involving famed male faces and luxury makeup supports the stance that luxury brands are fast-tracking action in the space.

Where some have tapped names known for challenging outdated notions of identity themselves to amplify these dynamic product lines ([see story](#)) while others chase age groups younger than those Dolce & Gabbana has honed in on ([see story](#)), the Italian brand's take succeeds in maintaining a focus on millennials, a demo with definitive purchasing power.

Having Mr. di Vaio, a collaborator with whom the brand's fans are familiar ([see story](#)), leverage his sizable digital following in a manner similar to what viewers have come to expect from Gen Z casts works to heighten authenticity for the beauty push.

Dolce & Gabbana's move could have an outsized impact on the sector in more ways than one.

QUOTE

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