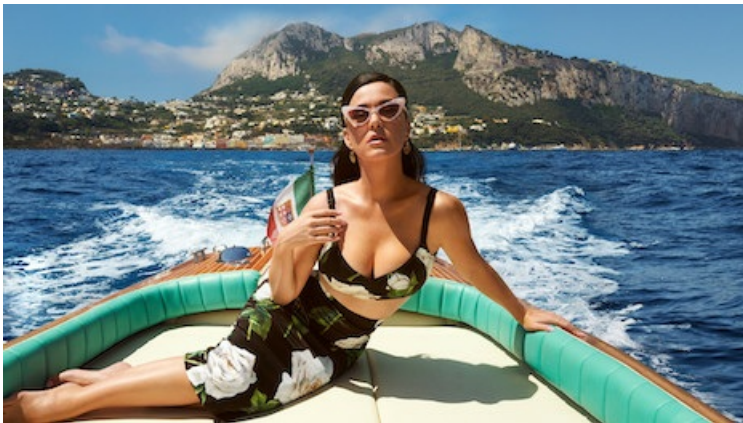


FRAGRANCE AND PERSONAL CARE

## Dolce & Gabbana taps Katy Perry for debut fragrance

October 5, 2023



*Ms. Perry is front and center of the label's marketing efforts, which places her in a picturesque coastal Italian town. Image credit: Dolce & Gabbana*

By ZACH JAMES

A famous face stars in Italian fashion house Dolce & Gabbana's latest beauty release.

The maison has debuted a new Eau de Parfum, tapping American singer Katy Perry in a corresponding campaign for the women's fragrance. The extension of an existing product universe featuring makeup, as well as ready-to-wear accessories such as handbags, footwear and more, all sold under the same "Devotion" tag, the scent is touted as the brand's first "bright gourmand" entry.

"It's light, visually rich, and more uplifting than typically more melancholy fragrance campaigns," said Christa Carone, president of [Infillion](#), New York.

"A subtle message that 'devotion' can be conveyed as an affinity for a powerful woman versus the traditional view that a woman is devoted to a man," Ms. Carone said. "With Katy Perry as the protagonist, the viewer is brought into a storyline that this is a fragrance to attract interest, turn heads and create a literal and figurative following.

"On the business front, Dolce & Gabbana is using fragrance as a brand extension to be more mainstream and accessible beyond its luxury consumer; this is a logical sub-brand extension of Devotion for D&G, creating more intellectual property that can be monetized through outreach to a broader consumer base."

Ms. Carone is not affiliated with Dolce & Gabbana, but agreed to comment as an industry expert.

Mediterranean embrace

Front and center of the high fashion label's marketing launch, Ms. Perry appears in a commercial that places her in a picturesque coastal town.

As has become the tradition of Dolce & Gabbana's initiatives ([see story](#)) and product launches ([see story](#)), the house odes its homeland in a campaign video filled with warmth.

*The new Devotion campaign with Katy Perry by Dolce & Gabbana*

Arriving by boat, Ms. Perry is met by a crowd of upbeat onlookers and school children, all of whom welcome the pop star with the invitation of open arms and high spirits.

Engaging with local nightlife in a subsequent scene, the Grammy-award-winning artist dances, chants and plays instruments with the populous. All the while, Ms. Perry remains under the gaze of a mysterious man that she first spots on the dock earlier, upon her arrival.

Later, before deciding to retire for the night, the singer finds herself alone in his presence. Whether she continues her moonlit outing with the male muse is left up to interpretation as the short film comes to a close.

## DEVOTION

Uncover the tantalizing delectable notes of the new bright gourmand fragrance by [#DolceGabbana](#).

Discover more at <https://t.co/evnLXXQM1c> [#DGBeauty](#) [#DGDevotion](#) [#MadeinItaly](#) [pic.twitter.com/ZwmgNripB3](https://pic.twitter.com/ZwmgNripB3)

Dolce & Gabbana (@dolcegabbana) [October 2, 2023](#)

The advertisement seems to match the composition of Dolce & Gabbana's olfactory introduction, complete with upbeat, intimate moments and signs of romance, though less overt than the typical fragrance slot.

Instead, Devotion is positioned among definitively lighter ambiances for a majority of the 45-second slot, affiliating Dolce & Gabbana's first "bright gourmand" scent the term meaning it is comprised of entirely edible aromas with culture, family and joy.

Carrying notes of candied citrus, fresh orange blossoms and sweet vanilla, the perfume is said to capture the essence of the maison's home country.

Each bottle is sealed by the Devotion line's signature sigil, the Sacred Heart, a golden mark with the label's "D&G" logo emblazoned in the middle.

Available in two sizes, at 50ml and 100ml, the container's pink, scented perfume is called "an ode to gratitude and pure love" by the brand.

Retailing for \$118, or \$148 for the larger option, the fragrance is available in-store and via Dolce & Gabbana's [digital storefront](#). Ms. Perry's look from the promotional film is also able to be [purchased](#).

## Familiar faces

Luxury fragrance and beauty launches are often accompanied by celebrity endorsements or advertising appearances, and this year has proven to be no exception.

Ms. Perry is merely the latest in a long line of celebrities fronting new and returning aromas.

In January 2023, "The White Lotus" and "Euphoria" star Sydney Sweeney lent her likeness to Italy's Armani Beauty for its My Way Perfume update, marking the comeback of an existing line ([see story](#)).

The industry saw French jewelry maison Cartier celebrate its signature La Panthre perfume in April, with a campaign featuring British actress Vanessa Kirby ([see story](#)).

## DEVOTION

The new bright gourmand fragrance by [#DolceGabbana](#).

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Dolce & Gabbana (@dolcegabbana) [October 3, 2023](#)

In June, global music star Lil Nas X and France's YSL Beauty renewed their partnership, announcing a segmented five-chapter release across the remainder of the year, each spotlighting a differently-styled cosmetic look ([see story](#)).

Throughout August, both British fashion label Burberry ([see story](#)) and luxury fragrance brand Jo Malone ([see story](#)) dropped new scent collections fronted by *Barbie* star Emma Mackey and prominent British model Adwoa Aboah, respectively.

Nearly all of these names, including Ms. Perry ([see story](#)), are frequent collaborators of luxury, continuously lending their likenesses and aspirational appeal to fragrance brands, and using their platforms to promote valuable products.

"Katy Perry personifies bright, colorful whimsy," Ms. Carone said.

"Her personal brand feels approachable, welcoming, encouraging yet confident and in control," she said. "This mindful choice to personify the Devotion fragrance through Katy's brand essence sends the message that this fragrance is more accessible than the perception of D&G as a brand suggests."

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