

APPAREL AND ACCESSORIES

Dolce & Gabbana debuts dual spring/summer campaigns

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The still campaigns are shot by acclaimed American photographer Steven Meisel. Image credit: Dolce & Gabbana

By ZACH JAMES

Italian fashion house Dolce & Gabbana is presenting its latest men's and women's collections.

Accompanying campaigns, launched this month, lean into brand codes and national heritage. Dolce & Gabbana showcases new ready-to-wear through the lens of renowned creative talent in imagery, videos and more.

"The dual campaign drop by Dolce & Gabbana for spring/summer 2024 targets a sophisticated and discerning luxury consumer who appreciates the interplay between masculinity and femininity, austerity, and sensuality," said Romey Louangvilay, head of communications and creative strategy at [ELMNTL](#), New York.

"The campaign suggests an audience that values timeless elegance and refinement, as it draws inspiration from the symbolic refinement of the 1960s," Mr. Louangvilay said. "This is very on trend with how Gen Z and Millennials have pushed for more than just two gender norms, especially regarding fashion and clothes."

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

Throwback appeal

The campaign duo is guided by two celebrated talents, French filmmaker Fabien Baron and American photographer Steven Meisel.

The creatives perform their respective roles for both the men's and women's marketing pushes, creating synergy between the collections. A short film was created for both selections, with the men's edition yet to see an official release.

The new [#DGSS24](#) Collection, shot by Steven Meisel.

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Dolce & Gabbana (@dolcegabbana) [February 11, 2024](#)

Imagery for both of the campaigns is shot in black and white, adding a vintage look and feel to a spot said to be an ode to heritage and the beauty of Italy. This is backed up by the short film's score, which recalls memories of music from classic movies, such as *Bicycle Thieves* and *Miracle in Milan*.

Captured in a small village in the Italian countryside, the visuals draw upon neorealism, a style perfected by Italian filmmakers in the 1940s and 1950s and that has been adopted by Mr. Baron for the advertisements.

The approach typically involves non-professional actors and a focus on the working class. With a nod to both in this release, residents from a dwelling seemingly appear in the background, grounding the initiative with a salt-of-the-earth appearance alongside high fashion.

Dolce & Gabbana presents the women's spring/summer 2024 campaign film

On the female side of the initiative, Mr. Baron goes for an aesthetic in line with 1960s-era "sensuality and refinement."

For the men, imagery captures a variety of "sophisticated tailored ensembles" that resemble old-world Italian fashion dating back to World War II and before.

The overall collection spans 77 items, 34 for feminine consumers and the rest for masculine clientele.

Available now [online](#) and in-store, the ready-to-wear, accessories, jewelry and footwear are targeted at a younger audience despite their vintage appeal.

Celebrity touch

Dolce & Gabbana is utilizing big-name stars for its new apparel assemblage but is not including them in the main campaign.

To appeal to a large consumer base in Asia, the label has enlisted Kim Dong-Young, a member of K-pop group NCT better known by his stage name Doyoung, and South Korean actress Mun KaYoung to appear in visuals released this week. These short films are not directed by Mr. Baron or photographed by Mr. Meisel, and have a completely different and more modern tone.

Mr. Dong-Young stars in one of the two advertisements

Korean talent has reigned over luxury marketing in recent times, with this promotional strategy showing no signs of slowing down in 2024 ([see story](#)). The overall APAC region bolsters bottom lines across the industry, making it a critical segment to engage with ([see story](#)).

"Incorporating celebrities from Korea, specifically K-pop star and brand ambassador Doyoung and Korean actress Mun KaYoung, into the Dolce & Gabbana Spring Summer 2024 Campaign enhances the brand's global appeal and inclusivity," said Mr. Louangvilay.

"By featuring well-known figures from K-pop, Dolce & Gabbana expands its reach to a broader and more diverse audience, tapping into the immense popularity of K-pop and Korean entertainment worldwide, which has already dominated the mainstream music scene," he said. "As an Asian American, seeing faces like mine in a luxury commercial makes me happy, and I feel more inclined to look to Dolce & Gabbana for my luxury items when I want to splurge."