

APPAREL AND ACCESSORIES

# Dolce & Gabbana lends eyewear American star power

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*Men's, women's and unisex styles are showcased. Image credit: Dolce & Gabbana*

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By LUXURY DAILY NEWS SERVICE

Italian fashion house **Dolce & Gabbana's** eyewear division is enlisting two millennial American stars for fresh advertising.

For the spring/summer season, actress and singer Miley Cyrus features alongside actor and model Matthew Noszka in a new campaign. Spotlighting sensuality, sophistication and style, the duo reveals the latest collection of eyewear and optical frames.

## Heating up

Captured by Turkish photographer Mert Ala in a Los Angeles studio, the stars wear women's, men's and unisex styles from the spring/summer 2024 collection.

In front of backg rounds washed in warm hues of orange, yellow and red, the duo is pictured together in romantic posing. Additionally, corresponding imagery spotlights each of them individually.

*Ms. Cyrus stars in the latest #DGEyewear advertisement*

Ms. Cyrus's slot specifically comes on the heels of her first Grammy win last month, marking a major professional milestone for the former Disney Channel darling.

This is not the first time that she has worked with an Italian fashion house. The artist has a longstanding collaboration with Dolce & Gabbana's peer, Gucci ([see story](#)).

Eyewear from the seasonal collection is available [online](#) now, and at select EssilorLuxottica opticians and retailers.

The house's tapping into Hollywood continues with the welcoming of a new brand ambassador.



*The brand's representative roster is expanding with more talent from the United States. Image courtesy of Dolce & Gabbana*

Following an appearance at the fall/winter 2024 fashion show, American model and actor Alton Mason joins Dolce & Gabbana as a representative. Unlike Ms. Cyrus and Mr. Noszka, he is not a true millennial, being born in 1997, but could still appeal to the Gen Y customer segment and fellow Gen Zers.

"Being Dolce & Gabbana's new global ambassador is a dream come true," said Mr. Mason, in a statement.

"I've always admired the creativity and craftsmanship of Domenico and Stefano's work and am looking forward to collaborating with the entire team."

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