

APPAREL AND ACCESSORIES

Made-to-measure garments color Dolce & Gabbana campaign

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Black and white imagery defines the endeavor, which stars Irish actor Colin Farrell. Image courtesy of Dolce & Gabbana/Gray Sorrenti

By ZACH JAMES

Italian fashion house Dolce & Gabbana is spotlighting a time-honored tradition.

To help shine a light on its made-to-measure services that allow clients to design one-of-one garments, the maison enlisted acclaimed Irish actor Colin Farrell. The Oscar-nominated talent returns to the label nearly a decade after his last Dolce & Gabbana engagement, sporting slick suits and bespoke blazers in new advertising.

"Execution is everything, and Dolce Gabbana nails it with simplicity and authentic [black and white] timeless art direction," said Allen Adamson, cofounder and managing partner of [Metaforce](#), New York.

"The target market is men on the A' list invited to be seen at or on the red carpet at events like the recent White House press dinner in D.C. last week," Mr. Adamson said. "They want their suit or tux to look authentic and James Bondish,' as if they always wear it.

"Unlike using a generic model, using the award-winning Mr. Farrell gets shared on Instagram and TikTok and creates buzz."

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

Custom cuts

Mr. Farrell adds an upscale air to the latest Dolce & Gabbana Sartoria campaign.

Smoldering to the camera, the 47-year-old thespian appears in three distinct looks in the imagery. A black tuxedo, a light-colored pinstripe suit and a patterned smoking jacket are included.

All of the pieces feature custom details unseen in the brand's wider releases, highlighting craftsmanship and the luxury brand's made-to-measure capabilities.

Dolce & Gabbana presents the new Sartoria campaign

Released alongside the still images, one :15-second film shows the Golden Globe-winning actor in his tailored formal attire.

Posing against a bright white screen, Mr. Farrell displays an effortlessly cool aura, a feeling enhanced by the echoing guitar riff scoring the visuals.

"The attention to detail in a Dolce & Gabbana Sartoria suit is unparalleled," said Mr. Farrell, in a statement.

"With great creativity and passion, these suits are fine art come to life and through Sartoria, I'm thrilled to continue my relationship with the Dolce & Gabbana family."

Shot and directed by American fashion photographer Gray Sorrenti ([see story](#)), the frames ooze her signature style, predicated upon using plain studio backgrounds to highlight her subject's presence and apparel.



2015 marked the last appearance of Mr. Farrell in one of the maison's marketing endeavors. Image courtesy of Dolce & Gabbana/Gray Sorrenti

A black-and-white treatment connects this marketing endeavor to Dolce & Gabbana's spring/summer 2024 campaign, which utilizes a similar level of contrast ([see story](#)).

The brand prides itself on providing customers with threads created by artisans for generations. Its Alta Sartoria styling sessions can take place anywhere in the world, whether from a client's home or office or at select Dolce & Gabbana boutiques around the globe.

A master's touch

On top of Mr. Farrell's involvement, the Italian luxury staple is leaning back on classical luxury messaging to continue the overarching campaign.

Attention to detail and a "Made in Italy" motto ultimately define the Dolce & Gabbana Sartoria campaign. The facets are uplifted with a second short film.

Sartoria is an Italian term that translates to "tailoring" in English

Although lacking a celebrity presence, the video instead focuses on the atelier where Mr. Farrell's formalwear is made and special touches are stitched together.

Multiple stages of the process, from concept artwork to finished pieces, are carried out by skilled hands on the screen.

Craftsmanship has been a core tenet of luxury advertising this year, from artistic exhibitions ([see story](#)) to digital content series ([see story](#)).