

INTERNET

## Dolce & Gabbana offers social entry point to brand lifestyle

May 31, 2013



By ERIN SHEA

Italian fashion house Dolce & Gabbana is pushing the brand lifestyle to its more than 6 million Facebook fans through a new social media campaign for its Light Blue fragrance.

[Sign up now](#)

**Luxury Daily**

The Facebook app allows consumers to get the full experience of the fragrance without actually testing it through descriptions, images and video. Dolce & Gabbana is likely pushing this fragrance to hook younger consumers and convert them into brand enthusiasts.

“There are 6.9 million people that ‘like’ Dolce & Gabbana on Facebook, which is an extremely broad target audience of people that like the brand and the experience it helps them achieve,” said Susi Tully, vice president at [Inflexion Interactive](#), Hoboken, NJ.

“We can assume that Dolce & Gabbana expects that the consumer will translate that experience when fragrance shopping and remember this positive experience,” she said.

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

[Dolce & Gabbana](#) did not respond by press deadline.

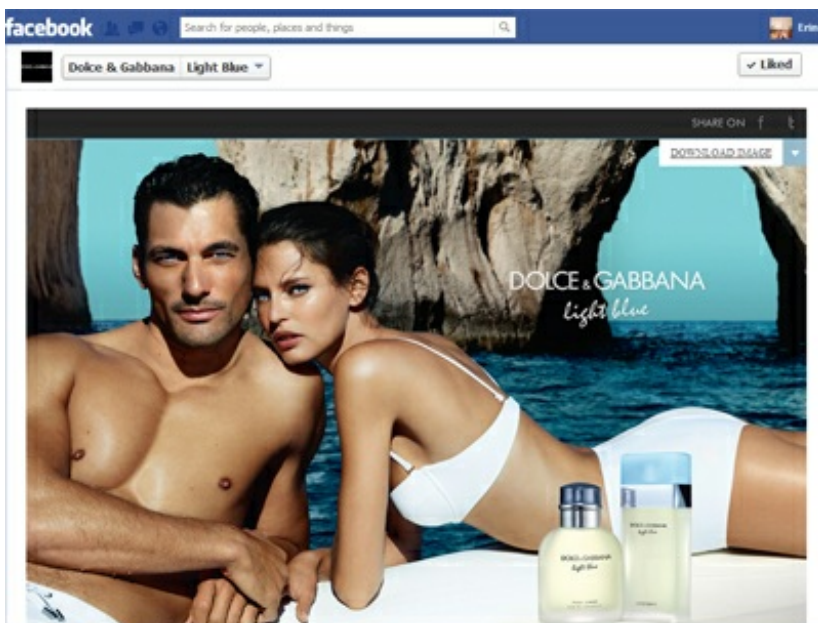
Light blue

Dolce & Gabbana is showing off the Light Blue fragrance through its Facebook cover image and through posts on its page.



*Facebook page*

On the Light Blue app, consumers can download an advertising image for their own Facebook cover image or for a desktop, watch the commercial and the backstage video and view details on the fragrances.



*Light Blue app*

The 31-second video features models Bianca Balti and David Gandy in a Mediterranean love story as they embrace one another.

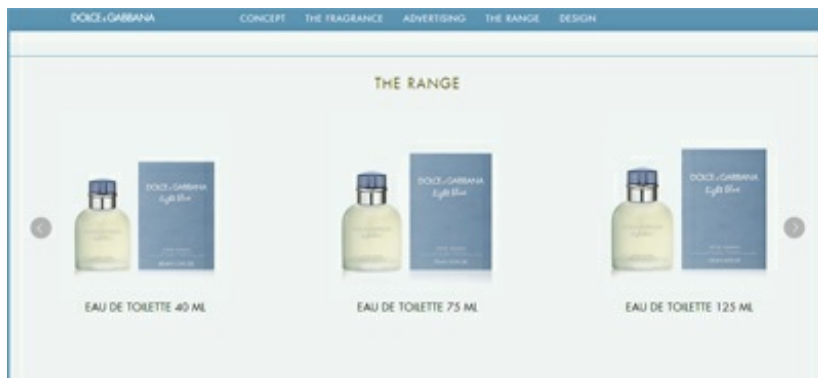
The film abruptly ends as a scene marker comes into view and the scene shifts to an overall view of the Mediterranean area as the fragrance logo appears.

Embedded Video: [http://www.youtube-nocookie.com/embed/6FLnDvX\\_f\\_w](http://www.youtube-nocookie.com/embed/6FLnDvX_f_w)

*Dolce & Gabbana Light Blue commercial*

Also, the app gives a quick overview of the aromas in the fragrances.

Consumers are able to learn more by clicking on a link that reads, “Discover the range.” The link leads to the Light Blue page on Dolce & Gabbana’s Web site where more information is available.



### *Web site*

To gain more attention for the fragrance, the label sent out an email about its Light Blue fragrance offers. A click through on the email brings users to the Facebook app.



### *Email*

#### Facebook fragrances

Other luxury brands have pushed fragrances through Facebook apps in order to reach their target consumers and advertise a product that relies heavily on experiences since it cannot be tested through digital means.

For instance, Italian fashion house Gucci leveraged its Guilty Black scent through a Facebook app that included a video and fragrance locator.

The Facebook app offered a video that featured actors Chris Evans and Rachel Evan Wood, information about the fragrances, campaign images and an area where consumers can join Gucci's mailing list and see if the fragrance is available in their area. The images of the celebrities were prominent in the app, so Gucci was likely using its star power to drive the campaign ([see story](#)).

Also, U.S. label Donna Karan aims for fragrance sales through a social quiz on the brand's Facebook page that finds the best scent based on the consumer's personality.

The Scent Finder Facebook app guides consumers through a seven-question quiz to find a fragrance that matches your personality or another's personality. This quiz allows consumers to get a feeling for the fragrance without going to a physical store ([see story](#)).

Through the Facebook app, Dolce & Gabbana is using the fragrances' sensuality to sell a lifestyle to its followers.

"Marketing fragrance through social media where people cannot smell the fragrance is about providing a visual experience and engaging the part of the brain that experiences pleasure in other ways than smell," Ms. Tully said.

"Dolce & Gabbana taps into that with a very sensual image of a man and a woman that people want to look like and in a relaxed and beautiful location where people dream of going," she said.

"By downloading the images as wallpaper, people can fantasize about living this life and escape a reality that they might not want to be in."

Final take

*Erin Shea, editorial assistant on Luxury Daily, New York*

Embedded Video: <http://www.youtube.com/embed/QyzVagoNkUk>

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.