

INTERNET

Dolce & Gabbana promotes holiday cosmetics with tutorialized email

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By JEN KING

Italian apparel and accessories brand Dolce & Gabbana is pushing its limited-edition cosmetic line Sicilian Jewels through an email campaign geared toward achieving the perfect Christmas look.

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Luxury Daily

Created by brand founders Domenico Dolce, Stefano Gabbana and makeup artist Pat McGrath, the collection features jewel-toned lip colors and nail lacquers designed to coincide with the current trend of matching a lipstick to a polish. Releasing an on-trend, limited-edition holiday collection accompanied by a tutorialized email mimics the experience a consumer would receive at the counter.

"Today, online shopping and social networking has become the first stop in product exploration and fact-finding, even in the cosmetics category," said Karen Creamer, president of [K2 Brand Consulting](#), Overland Park, KS.

"Beyond product fact-finding, shoppers are increasingly using the Internet to purchase a range of health and beauty items, including cosmetics," she said.

"Providing detailed product information and application tips through the anonymity of the Internet can often surpass the in-store experience for many shoppers."

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

Dolce & Gabbana did not respond by press deadline.

A bejeweled look

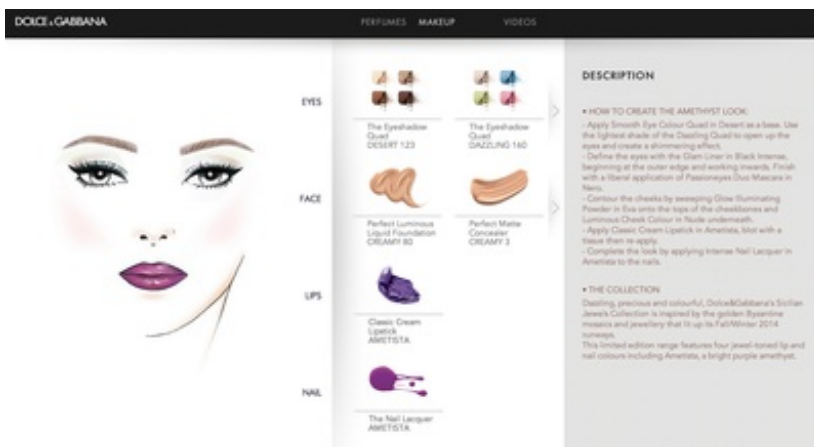
Dolce & Gabbana's email campaign has the subject line "Your perfect Christmas look with Sicilian Jewels collection" and opens with the brand's drawings of a face chart and fashion illustration wearing pieces from the fall/winter 2014 line.









Dolce & Gabbana email body

A click-through on "get the look" lands the consumer on Dolce & Gabbana's beauty section of its Web site. The consumer is welcomed by a large image of the amethyst lipstick and nail polish seen in the email body.

Below the enlarged amethyst products is a face chart showing how to achieve the ideal holiday look using the Sicilian Jewel collection. Organized into columns, the middle section shows what products to use, while consumers can read a how-to on the right.



| | PERFUMES | MAKEUP | VIDEOS |
|-------------|----------|---|---|
| EYES | |  The Eyeshadow Quad DESERT 123 |  The Eyeshadow Quad SANDUNG 140 |
| FACE | |  Perfect Luminous Liquid Foundation CREAMY 02 |  Perfect Matte Concealer CREAMY 3 |
| LIPS | |  Classic Cream Lipstick AMETHYST | |
| NAIL | |  The Nail Lacquer AMETHYST | |

DESCRIPTION

- HOW TO CREATE THE AMETHYST LOOK:
 - Apply Smooth Eye Colour Quad in Desert as a base. Use the lightest shade of the Dazzling Quad to open up the eyes and create a shimmering effect.
 - Define the eyes with the Glam Liner in Black Intense, beginning at the outer edge and working inwards. Finish with a liberal application of Peaches and Cream Mascara in Noir.
 - Contour the cheeks by sweeping Glow Illuminating Powder in Eau onto the top of the cheekbones and Luminous Cheek Colour in Nude underneath.
 - Apply Classic Cream Lipstick in Amethyst, blot with a tissue then re-apply.
 - Complete the look by applying Intense Nail Lacquer in Amethyst to the nails.
- THE COLLECTION
Dazzling, precious and colourful, Dolce&Gabbana's Sicilian Jewels Collection is inspired by the golden Byzantine mosaics and jewellery that lit up its Fall/Winter 2014 runway. This limited edition range features four jewel-toned lip and nail colours including Amethyst, a bright purple amethyst.

Sicilian Jewels amethyst face chart

When the consumer clicks on the lipstick or nail polish in the middle column, a more in-depth product page appears. Included on the product page is a 90-second video of models with white-washed features so that the lipstick and nail polish from the collection pop.

Embedded Video: https://www.youtube.com/embed/_aYzjm86sJM

Dolce & Gabbana Makeup - Sicilian Jewels Collection

If a product not from the Sicilian Jewels collection is selected, a similar page opens where the consumer can learn more about the products and watch a how-to video with tips from Ms. McGrath.

Dolce & Gabbana is using social media to promote the collection in time for the holidays. The brand is also using the branded hashtag #DGXmas and #DGBeauty to generate conversation and unite enthusiasts who purchased Dolce & Gabbana items for the holidays.



Dolce & Gabbana Sicilian Jewel Facebook post

The Sicilian Jewels cosmetic line was inspired by Byzantine mosaics and jewelry also seen in the fashion and accessories found in the fall/winter 2014 collection. Sicilian Jewels is available in emerald, ruby and topaz as well, each with their own face chart for consumers to achieve the look at home.

Expert advice

Dolce & Gabbana has tapped into Ms. McGrath's expertise recently to promote other products found in its beauty collections.

The fashion house released a video tutorial of Ms. McGrath using the brand's PassionEyes duo mascara to bring its print campaign for the cosmetic to life.

Dolce & Gabbana's video serves as both an informative look at makeup and a form of endorsement by Ms. McGrath, who details the merits of the products that she used. By showing fans how to use the product in a print ad, Dolce & Gabbana is able to appeal to consumers who might be unsure of how to apply the product themselves, making the print ad seem more achievable ([see story](#)).

Other luxury beauty brands have included expert tips to help consumers create a branded look.

For instance, French fashion label Chanel advertised its cosmetics collection through a video series titled "Makeup Revelations" that showcases insider tips by professional

Chanel makeup artist Lisa Eldridge for enthusiasts who want to create a branded look at home.

Chanel presents the video's content as a secret but is able to maintain a fun sensibility by pairing the tips with a lighthearted video featuring models gossiping about an unknown subject ([see story](#)).

The inclusion of curated tips and advice can increase brand advocacy levels.

"Brand loyalty is achieved by adding value to the customer consideration and buying experience," Ms. Kreamer said.

"By offering exclusive access to advice and makeup tips from a leading makeup artist, shoppers are able to imagine the potential behind the products through an enhanced buying experience," she said.

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/oxHzbVEniqA](https://www.youtube.com/embed/oxHzbVEniqA)

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