

INTERNET

## Dolce & Gabbana appeals to consumer sentiment with social video

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By SARAH JONES

Italian fashion brand Dolce & Gabbana filmed a sentimental family-oriented social video to debut its new line of women's watches to appeal to consumers' holiday mood.

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Dolce & Gabbana's video, "Matilde!" features a young girl as the title character, hoping to give her mother a special gift for Christmas, a specially designed Dolce & Gabbana watch. With this video, Dolce & Gabbana is able to both entertain fans and appeal to last-minute shoppers unsure of what to buy the women in their lives.

"With this movie, Dolce & Gabbana is trying to capture the feeling of family, and what better way to capture family than to include a mother and daughter," said Lauren Klostermann, head of industry for fashion at [Blue Moon Works](#), Denver, CO.

"This video pairs the product with a feeling of love and family, which separates their product from others who have introduced watches into the market," she said.

"Hopefully by associating this product with a feeling, it will help to convert viewers, potentially at a higher dollar amount."

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

**Dolce & Gabbana** did not respond by press deadline.

Family film

Matilde! stars Italian model Bianca Balti, and her daughter Matilde as the main character. The film opens by showing Matilde walking along an ivy-covered wall.



*Video still*

The video quickly cuts to a watchmaker, played by Italian model Elbio Bonsaglio, sitting in his shop working.



*Video still*

The video then follows Matilde again, as she comes across the watch shop. She stops and peers into the window. The man inside looks up and smiles at her as she leans up against the glass.



*Video still*

Matilde goes home and starts to sketch a watch. The video cuts back and forth between the girl and the watchmaker at work in his studio at night. The viewer sees Matilde walking past the shop a number of times.



*Video still*

One day Matilde and her mother pass the shop. The camera switches to show them from the watchmaker's point of view, as Matilde pulls on her mother to get her to stop.



*Video still*

Matilde's mother yells her name to get her to hurry up. The watchmaker looks on as they walk away.

The video shows the man completing a black watch, and placing it into a burgundy velvet pouch.



*Video still*

Matilde skips up to the watchmaker, who stands outside his shop. She gives him her drawing, and he gives her the pouch containing the watch.

Matilde runs into her mother's room, where she is getting ready, putting on earrings. She hands her mother the watch, which is wrapped around her drawing.



*Video still*

Matilde helps her mother put the watch on, and the two embrace. The viewer gets another close-up look at the watch.



## *Video still*

As of press time, the video had approximately 2,000 views, with commenters saying it was beautiful and made them emotional.

## *Matilde! A Dolce & Gabbana Movie*

### Story telling

This video fits into Dolce & Gabbana's holiday campaign that focuses on families.

Italian fashion brand Dolce & Gabbana is allowing users to submit their own family photos to its Web site to further fan interaction with the brand online.

The #DGFfamily project has created an online photo album of family photos that visitors can view. By creating an interactive, personal digital collage of photos, Dolce & Gabbana will likely increase user engagement on its Web site and endear itself to aspirational consumers ([see story](#)).

Dolce & Gabbana has previously created narrative short films to act as commercials.

For instance, Dolce & Gabbana promoted its The One fragrance with a multi-layered print and film approach that exudes a glamorous lifestyle to target affluent consumers.

After building anticipation for the film with three teaser videos, the full version of the "Street of Dreams" television commercial, directed by filmmaker Martin Scorsese, was released Nov. 6. By showing small glimpses into the making of Mr. Scorsese's Street of Dreams over a few weeks, Dolce & Gabbana was able to captivate consumer curiosity ([see story](#)).

This story takes a different approach than "Street of Dreams," taking a less glamorous, more realistic approach to love, pointing to a different demographic.

"Dolce & Gabbana looks to be targeting a slightly older women's audience, based on the casting of a mother and daughter in the video," Ms. Klostermann said.

"The strategy behind the video clearly capitalizes on their current print campaigns, and provides more of the story behind their products," she said. "It also is looking to emphasize the handiwork that goes into this new product.

"The brand will likely see high engagement from their massive Facebook fan base for this video, as well as shares."

Final Take

*Sarah Jones, editorial assistant on Luxury Daily, New York*

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