

MULTICHANNEL

Dolce & Gabbana aims for accessibility with spring beauty tutorials

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By JEN KING

Italy's Dolce & Gabbana is sharing its spring beauty collection through a tutorialized section of its Web site where consumers can achieve the atelier's seasonal branded look.

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Luxury Daily

With multiple posts on the brand's Facebook, fans are likely to be interested in browsing the latest in Dolce & Gabbana's beauty portfolio as the weather begins to show the first signs of spring. Focusing on products currently available for purchase rather than shifting all attention to Milan Fashion Week Feb. 18-23 will increase retention levels as the new collection for fall/winter 2014-2015 is unveiled.

"Make-up tutorials are huge online, and they are one of the most watched video categories on YouTube, with consumers looking for the latest tips and tricks on makeup application," said Christine Kirk, CEO of [Social Muse Communications](#), Los Angeles.

"It's especially important for a luxury brand to create consistency in their messaging both offline, in-store and online," she said.

"If luxury is about experience, utilizing social videos like this one, brands like Dolce & Gabbana can connect and create the D&G experience with customers both online and offline."

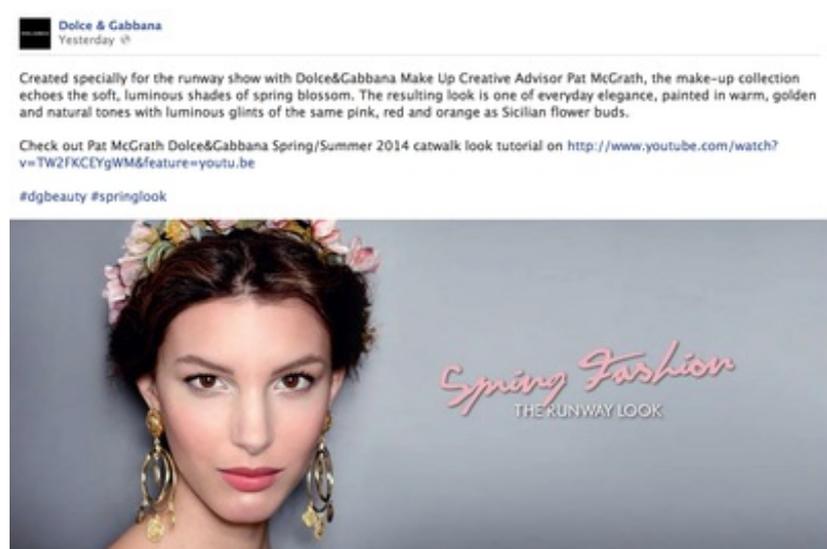
Ms. Kirk is not affiliated with Dolce & Gabbana, but agreed to comment as an industry expert.

Dolce & Gabbana did not respond by press deadline.

The colors of spring

With New York, London and Milan Fashion Weeks on the minds of fashion-savvy consumers, Dolce & Gabbana posted a campaign image of model Kate King on Facebook from its spring/summer 2014 collection with the words “spring fashion: the runway look.”

The caption discusses the collection, developed for the runway show by make up creative advisor Pat McGrath, and its achieved look of “everyday elegance” through warm, golden and nature tones. Similar to many facets of Dolce & Gabbana’s brand, the collection’s shades were inspired by Sicilian flower buds in pink, red and orange.



Model Kate King for Dolce & Gabbana, Facebook post

A second post includes stylists Giovanna Battaglia and Tabitha Simmons and brand ambassador and head of Dolce & Gabbana Alta Moda Coco Brandolini d’Adda in a photograph wearing the brand’s spring/summer 2014 beauty collection. Including these three women in a casual photograph, shows the consumer that this look is appropriate on and off the runway.

This post was accompanied by a link that lands on Dolce & Gabbana’s Web site where consumers can discover more about the cosmetics in the collection. A click-through lands on a dedicated Web page, with the same cover photo.

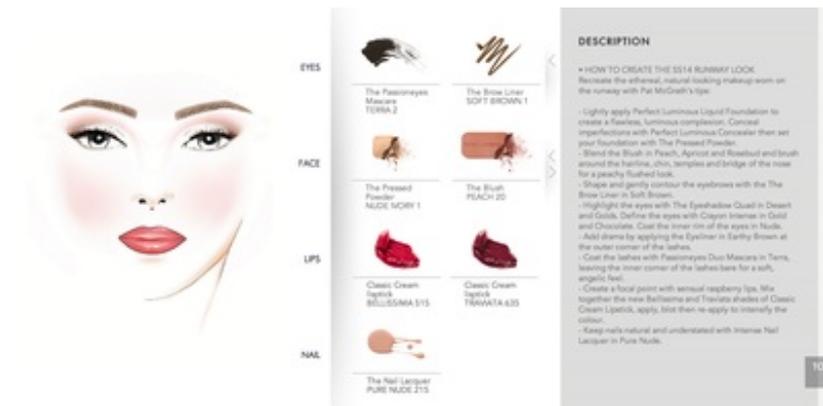
Dolce & Gabbana’s site begins with a how-to video featuring Ms. McGrath. The three-minute video shows Ms. McGrath applying Dolce & Gabbana’s cosmetics, step-by-step on Ms. King, allowing the look to be replicated by brand enthusiasts.

Embedded Video: [//www.youtube.com/embed/TW2FKCEYgWM](http://www.youtube.com/embed/TW2FKCEYgWM)

Dolce & Gabbana Spring Look 2014 with Pat McGrath

Below, consumers can view a face chart using products from the spring/summer 2014

beauty collection. The chart includes products for the eyes, face, lips and nails along with an additional step-by-step description expressed by Ms. McGrath in the video.



Face chart for Dolce & Gabbana's spring beauty collection

A click-through on the products found in the center of the face chart section lands on that specific product's page where more how-to information can be viewed as well as a wider selection of shades.

The final section displays Dolce & Gabbana's the image of Ms. Battaglia, Ms. Simmons and Ms. Brandolini d'Adda found on the brand's Facebook post. The blurred and candid quality of the image may spark user-generated images with the branded hashtags #DGBeauty and #SpringLook.



Ms. Battaglia, Ms. Simmons and Ms. Brandolini d'Adda, from left to right, wearing Dolce & Gabbana's spring beauty collection

Extra help

Dolce & Gabbana has tapped its creative partnership with Ms. McGrath in the past to help consumers achieve a branded look.

For example, the brand pushed its limited-edition cosmetic line Sicilian Jewels through an email campaign geared toward achieving the perfect Christmas look.

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 ([see story](#)).

In addition, Dolce & Gabbana released a video tutorial of makeup artist Pat McGrath using the brand's PassionEyes duo mascara to bring its print campaign for the cosmetic to life.

The 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](#)).

To recreate the in-store experience, Dolce & Gabbana picked the best of the best to capture beauty enthusiasts' attention.

"Having the esteemed makeup creative advisor Pat McGrath featured in the tutorial video can be considered another clever choice of the Italian fashion brand," said Benedetta Moreno, a London-based marketing consultant, London.

"A brand such as Dolce & Gabbana needs to have a equally established make up artist and Ms. McGrath recently named a Member of the Order of the British Empire, for service to the fashion and beauty industry in Queen Elizabeth II's 2014 New Year Honors List, can't fit better," she said.

"Today the success no longer depends on merely communicating the value of products and services. Success in selling rests on the critical ability to create value for customers and this value is increasingly derived from intangible elements such as digital experiences driven by pioneering technology able to interact with the customer in a more personal way."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/dPYaz_3HkL0](https://www.youtube.com/embed/dPYaz_3HkL0)

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