

INTERNET

Dolce & Gabbana crafts love story around perfume to appeal to consumer emotion

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By SARAH JONES

Italian fashion label Dolce & Gabbana wove a love story between a farmhand and an aristocrat for its new Dolce perfume.

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The full two-minute version of “Dolce” the film was released following three trailers showing clips of the social video. By consistently teasing the video, Dolce & Gabbana likely stayed on consumers’ minds and created interest for the release of the full social video.

"The film is an artfully crafted campaign for the new Dolce fragrance," said Bill Aurnhammer, CEO of **Aurnhammer**, New York. "We've seen a lot of fragrance commercials filled with gorgeous scenery and beautiful models boasting their charm.

"The Dolce film, on the other hand, offers richer and more original contents," he said. "It tells a beautiful love story with Dolce & Gabbana brand's key elements: luxury, romance and Italian heritage.

"The trailers are very short and well produced, each showing a key moment of the story that makes viewers curious for what will happen in the following episode. After finishing

all three trailers, a full-length film seems to be a perfect answer to connect the story parts and fill in more details."

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

Dolce & Gabbana did not respond by press deadline.

Love story

Dolce & Gabbana's "Dolce" was directed by Giuseppe Tornatore.

The first trailer was posted on Feb. 24 and set the scene, showing the lemon field with the harvesters hard at work. Model Kate King walks up to a group of women wearing a white lace dress.



Video still from "Dolce"

One farmhand picks a lemon blossom and gives it to a young girl, telling her to give it to Miss Lia. She runs off and the trailer ends with a voiceover telling viewers about Dolce, the new scent.

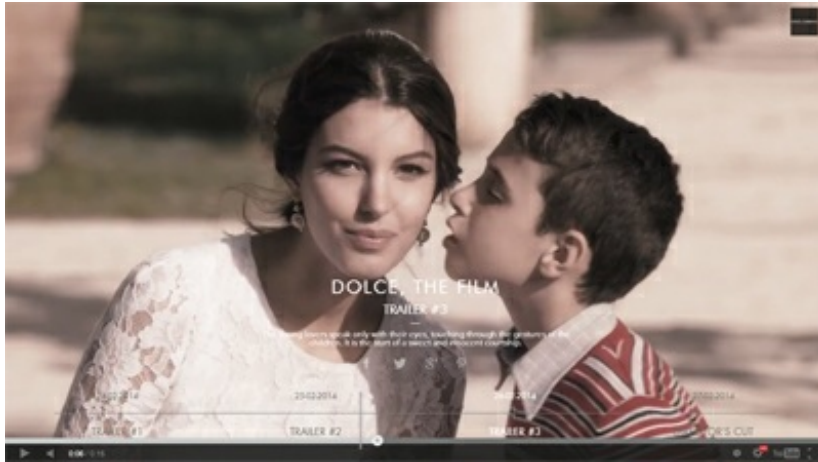


Video still from "Dolce"

The second trailer, which was released the following day, picking up where the first video left off. The girl runs with the blossom, and then calls over a boy to take it the rest of the way.

As the boy hands the flower to Miss Lia, the video cuts and the same voiceover plays.

Dolce & Gabbana's final trailer shows the boy telling Miss Lia that the flower is from the farmhand, pointing him out. He gives her a kiss on the cheek, and the pair look at each other from a distance while they simultaneously smell a lemon blossom.



Video still from "Dolce"

After the trailers posted on consecutive days, Dolce & Gabbana released the full video on Feb. 27.

The full version of the film follows the same narrative as the trailers, but takes more time to establish the scene, showing the farmhand watching Miss Lia for a longer period of time, seeing her interact with the women in the group.

Toward the beginning of the film, there is also a lingering gaze from both Miss Lia and her admirer before her attention is demanded again by the female clique.

To get more viewers to watch the video, Dolce & Gabbana sent out an email blast to subscribers. The email shows an image of Ms. King, who plays Miss Lia, smelling a flower, with a tree's leaves moving in the wind behind her.



Email about Dolce the Film from Dolce & Gabbana

Copy in the email tells consumers that the fragrance allows the wearer to experience the brand's DNA which is intrinsically tied to Sicily.

This film is situated on Dolce & Gabbana's dedicated content about its Dolce fragrance. The overall campaign for Dolce pays homage to perfumers and their craft.

Dolce & Gabbana heavily featured flowers in the campaign effort to tap into the growing desire for a seasonal change. Highlighting specific flowers shows consumers the brand's thought process and the quality ingredients sourced for the new fragrance ([see story](#)).

Family ties

Dolce & Gabbana's campaigns tend to center on love and family, which are the designers' values.

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

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 was able to both entertain fans and appeal to last-minute shoppers unsure of what to buy the women in their lives ([see story](#)).

The brand has previously crafted narratives around its perfume to create more immersive campaigns.

Dolce & Gabbana promoted its The One fragrance with a multi-layered print and film

approach that exuded 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 tells a very different story than “The One,” which fans will likely also appreciate.

“The film echoes with Dolce fragrance’s concept and design with sweetness, innocence and luxurious Sicilian roots,” Mr. Aurnhammer said. “The fragrance’s target audiences are very likely to be fascinated by the film’s vintage touch and elegant sartorial presentation.

“So far, the director’s cut version has received over 500 Facebook likes and fervent comments expressing viewers’ love. Dolce & Gabbana has done a fantastic job attracting, engaging and impressing their fans with a new product.”

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York