FACE

Business Case

Dolce & Gabbana’s Communication and Branding Analysis

Il presente lavoro è stato redatto grazie al contributo degli studenti del corso di Laurea Magistrale in Fashion Communication: Cristiana Avolio, Federica Fancinelli, Valentina Foschi, Veronica Rimondi e Camilla Tosi
The work aims to analyze the communication strategies of Dolce&Gabbana, one of the most famous brands on a national and international level, that has been able to create, within a varied audience, a global strong recognition. The fashion company was founded in 1985 by two designers: Domenico Dolce and Stefano Gabbana.

1. Zeitgeist and social context

The inspiration of the designers Stefano Dolce and Domenico Gabbana comes from Sicily and the post-war neo-realist filmography, a land of perfumes and mysteries, a precious treasure chest of memories from which derive motifs destined to characterize each new collection. Surely their point of strength and recognition, both in lingerie and tailoring, is the black lace, a symbol of rigor and feminine sensuality; in fact the woman of Dolce & Gabbana, in balance between the modest and uninhibited, embodies the woman of our time with a strong and fragile personality at the same time, a concrete woman but also a dreamer. Protagonists of the fashion shows and the advertising campaigns are often the icon of the typical Italian beauty as: Bianca Balti, Monica Bellucci, Maria Grazia Cucinotta and Bianca Brandolini d'Adda.

The Mediterranean woman becomes the point of reference and the muse of the two designers who highlight her shapes and her strong personality. For example, the bustier, as a synonymous for excellence of femininity that women, of all ages, have always used to outline and emphasize their bodies, recurs frequently in the brand pictures. Dolce & Gabbana imagine it with strong colors or animals, which can come out from under a jacket for a sensual effect or overlapped over a white shirt for an ironic and provocative effect. Even the classic lace dress, that represents the absolute identifying garment of the maison, the fabric par excellence that has made famous the style Dolce & Gabbana around the world, has been revisited in a thousand ways. But the absolute must is with the wise transparencies that
allows you to glimpse the underwear without ever falling into the vulgar, in contrast to the prints, the absolute symbol of the maison, carry on fabric the precious tapestries of the ancient Sicilian noble houses (inspired by the movie "The Leopard" by director Luchino Visconti) or make relive on fabric the precious Sicilian ceramics.

In recent years, however, the Dolce & Gabbana collections have undergone a further evolution away from the austere colors to focus on the liveliness of bright colors, which represent the sunny and positive aspect of Sicily. The new line is a triumph of multicolored majolica, Sicilian carts and Moors, particularly dear to the two designers, who choose them to describe the Mediterranean atmosphere. All this represents the different dominations that, over the centuries, have followed one another in Sicily.

As far as communication is concerned, the hashtag "#DGFAMILY" is launched, as a way to reduce the distance between creativity and consumption, a strategy that brings fashion back to a shared expression among designers, industry and consumers. The project, however, also has another property, the sharing and direct involvement of the figures of the two designers,
transformed into active characters in a story that involves the most intimate part of their lives and the **concept of family** that takes into account its evolution, from a past certified and coercive institution to a manifestation of emotional choice. The family, in this regard, becomes a further source of inspiration with its legacy, such as the filigree jewelry that bring back to the idea of the grandmother’s casket and are now worn by young women in a simple, modest and intricate gold designs that are reflected in the soft female skin.

Once again, Dolce and Gabbana, in addition to their style and success in the fashion system, demonstrate their ability to invest in the core value of the brand, that is the **Italian identity**. Every year, fashion shows, events and activities are designed to achieve very consistent media visibility on all media and social networks, presenting the theme in every language and involving a wide range of audiences. The communication of the brand and its values is very strong even during the presentations of the collections in surreal places thanks to the theatricality that distinguishes them, able to transport viewers to worlds far from reality.
Certainly, a strong inspirational component is given by religion and the world of the sacred often represented by colorful prints. Sacred heart, putti or crosses are often taken up in accessories, often in contrast with the profane world in the advertising campaigns.

2. Fashion cycle

When we talk about “fashion trend”, we refer to the essence of fashion, as it is a temporary direction and movement of the “collective taste” in a definite period of time and social context. A fashion trend moves through different stages during its cycle of existence, and we call this a “fashion cycle”, and it’s a period of time or life span during which the fashion exists, moving through the five stages: introduction, rise, peak, decline and rejection.

According to the length of this life cycle, we can recognize three different types of Dolce & Gabbana products, as examples of a basic trend, a fashion trend and a fad.

2.1 Basic Trend
The hallmark is the “Miss Sicily Bag”.

![Miss Sicily Bag](image)
Since the very beginning, when the Miss Sicily Bag was launched in 2009, it has become the emblem of Dolce & Gabbana. The design of the bag, has been revisited over time, becoming a must-have for all the fashion addicts. Several TV and cinema stars have worn it and continue to wear it, always confirming its strength on the fashion market and the excellence of quality and design with the unique and unmistakable style of Dolce & Gabbana. Successful testimonials such as Madonna, Victoria Beckham, Scarlett Johansson, Kate Moss, Monica Bellucci, and Sarah Jessica Parker made Miss Sicily become a fashion item, style, it bag, that all women would like to have in their own closet to show it off on important occasions or in everyday life. A symbol of Italian style, taste, fashion, but also of belonging and representation: Italy and Made in Italy, as an unique style that characterizes our country and that is envied by the whole world. The first Miss Sicily model was made of leather in white or black. Black and white are often proposed in the models of the two stylists extolling their love for Sicily, the region rich in traditions, artistic heritage, beauty, art and love. Even the name of the Miss Sicily it bag itself confirms once again the centrality of Sicily in all the sectors of the griffe.

The second model of 2010 was launched in crochet and denim for the spring-summer 2010 season; while in fur, wool and astrakhan for the fall-winter 2010 season. From 2010 to 2016, new models in floral print, lace, baroque style, patent leather, fabric with print floral were introduced on the market.

For the spring-summer 2017 season, the Dauphine leather models with tropical prints were launched, with a removable
shoulder strap and canvas printed with Caltagirone majolica; for the fall / winter 2017 season always in Dauphine leather models with Caltagirone majolica, mini bags, shoulder bags, bottled calfskin. But we can see an infinity of colours and patterns in the proposal of the year 2017.

2.2 Fad

The easiest way to categorize a fad is one word: short-lived. Usually fads last for a total of one season, but they can also last less than a month. It is typically a style that is adopted for a short period of time, and that has a prevalent feature or detail that makes it popular. The primary difference between a trend and a fad is that trends have the potential to be long-term influencers on the market.

In collaboration with Fiasconaro, a well-known Sicilian confectioner, he proposes the typical Milanese dessert revisited with the flavors of Sicily and produced in two variants: pistachio and citrus with saffron. So the tradition of the North blends with the ingredients of the South, in an artisan product that combines the art of fashion with the one of pastry. The tin box that contains it has been specially designed by the most famous Sicilian artisans with bright colors that are inspired by the decorative motifs of the cart and the characters of the “Opera dei Pupi”.

We have classified this product as fad, since it only characterizes a specific period of the year: Christmas. The panettone, being a product that characterizes this specific period, will pass through all phases of the fashion cycle (introduction, rise, peak, decline and rejection) in this well-defined, limited and short period.

2.3 Fashion trend

A fashion trend is the normal and recurring life cycle of a fashion trend (at least two seasons) accepted by the market.
Referring to Dolce & Gabbana’s case, the perfect example is represented by the recurring collections of sunglasses with floral motifs, already proposed on several occasions by the two designers. In the fall winter 2015/16 collection, the designers launched the new eyewear collection called Mama’s Brocade: the lines take inspiration from the most vintage and baroque Sicily, celebrating together the love for the "Mum", to which the stylists declared to be particularly related. The glasses recall the ancient Baroque palaces and their furnishings, and are proposed as a limited edition of 500 pieces.

In the following seasons, the brand re-proposes other collections characterized by flashy and elegant floral ornaments; the masterpiece of these collections is inspired by traditional Sicilian late and ornaments:

3. Market segmentation and business models

3.1 Market segments
Dolce & Gabbana addresses to rich, distinguished and privileged class of people interested in exclusive and unique products that are trendy, elegant and classics. The brand has adopted a premium pricing strategy. It offers eccentric product line with a supreme quality and very high prices.
Dolce Gabbana began with a strong specialisation in women ready to wear. Since 1990 the company has embarked on the process of diversification, with the launch of the men's collection and in 92 of the first perfume. Two years later he launched the second D&G line dedicated to a younger target. In 1999 took over 51% of the Sweet Saverio Spa. Then he diversified into watches, leather goods, footwear. Now, the company has reached a **D&G lifestyle strategy**, the second line was absorbed by the first line, Dolce & Gabbana could be segmented by price, as below: the brand is present in the high craftsmanship segment with Alta moda, Alta sartoria and Alta gioielleria collections, but it is also present in the prêt-à-porter segment with Man's, Women's and Children's collections. The Eyewear and Beauty (fragrances, make-up and skincare) lines instead are licensed to partners.

**Alta moda, Alta sartoria and Alta Gioielleria** collections include apparel that we can see in the haute couture fashion shows. They are communication medium and image builder, made for supporting the dream factor, raising the brand and making it unattainable. All the garments are unique with a high theatrical effect in order to dramatize the brand. Products are made-to-measure with a great attention to details and a maximum level of craftsmanship. That means that they are essentially aimed at an élite of consumers with greater purchasing power which asks for it.
Men’s, women’s and children’s collections are part of the prêt-à-porter segment, which is characterized by mass-produced clothes with standard sizes created by a designer that ensures very high quality, trends and innovation. Obviously the collection represents the designer’s taste and it is subdued to seasonal processes.

**Eyewears, fragrances, make-up and skincare** lines are the only activities entrusted to licensee partners both in terms of production and distribution: they are more affordable and addressed also to a large public.

### 3.2. Business model

Dolce & Gabbana adopts the **“Fashion designers” business model**: the brand is focused on the image of the two designers Domenico Dolce and Stefano Gabbana who played a central role on the whole business.

Domenico Dolce was born in Polizzi Generosa (near Palermo, Sicily) on 13 September 1958. His family owned a small clothing business, where Domenico worked from childhood. Stefano Gabbana was born in Milan on 14 November 1962.
He studied graphics but soon turned to fashion. After a brief period working as assistant designers, they founded the Dolce & Gabbana label. In 1986 they produced their first collection, called "Real Women"; in 1987 they launched their knitwear line and in 1989 their beachwear and lingerie lines. Beginning in 1988 they produced their ready-to-wear line in Domenico Dolce’s family-owned atelier, located in Legnano, Milan. The first Dolce & Gabbana men’s collection appeared in 1990.

Fashion designers strategic model can be analyzed following the 4Ps of marketing mix. We will analyze it referring to Dolce & Gabbana core segment: pret-à-porter.

**PRODUCT**

As for the product, Dolce & Gabbana (D&G) is a leading fashion brand. It has a wide range of products in its marketing mix for men, women as well as children including clothing, footwear, handbags, sunglasses, watches, jewellery, perfumes, make-up and watches. Dolce & Gabbana differentiates itself from other brands with its unique designers’ style characterized by bold prints and brightly colored designs which are inspired by the Sicilian traditions. As for all the others fashion griffes, their products have a high season fashionability and they have a strong pret-à-porter business, even if they have a large vertical and horizontal diversification based on lifestyle. Indeed, they have also Alta moda, Alta sartoria and Alta gioielleria collections, sunglasses, fragrances, make-up and skincare lines. Finally they have an industrial production, even if they maintain a high quality, both perceived and objective.

**PRICE**

Dolce & Gabbana products are priced high as it is a high-end luxurious brand and they appeal to and target a niche market of individuals belonging to the elite class. It is a designer brand and is considered a status-symbol brand, so the products are priced accordingly. It's also important to underline that prices vary significantly according to the type of products and to the materials used for the production.

**DISTRIBUTION**

Dolce & Gabbana has their headquarters in Milan, but they are present in 40 countries worldwide. They have 5 different production centres in Italy and six foreign
branches located in New York, Tokyo, Kowloon, Shanghai, Beijing and Sao Paulo. The brand has 251 monobrand stores worldwide and it can also be found in other department store such as Selfridges and Harrods.

Moreover, Dolce & Gabbana have some store outlets in New York, Tokyo and Hong Kong. In India, they have a store in a high-end locality for a niche segment which is brand conscious and can afford the price.

Dolce & Gabbana is also present online with various e-commerce platforms. The brand controls the number of its distribution outlets in order to maintain its brand status and its exclusivity.

**PROMOTION**

Dolce & Gabbana have a strong and definite brand identity and awareness based on prestige, image and creativity of the designers. They promote themselves through their website, television advertisements, social media and events. They are also featured in top magazines like Vogue all over the world and they are endorsed by some big names in the fashion and entertainment industry that leads to massive promotion of the brand. They often engage celebrities for promoting the brand, such as Madonna, Angelina Jolie, Scarlett Johansson, and Jennifer Lopez. However, they are infamously known for some controversial advertisements: they use gender stereotypes their products and sometime even objectify women and men. Overall, Dolce & Gabbana manage a lot different communication tools in order to create, manage and maintain their image, such as fashion shows, digital communication, flagship stores, adv on specialized magazines and events.

4. **Brand communication strategies**

Fashion can be considered as the history of a constantly taking shape civilisation. Through the born of new styles various group have communicated their evolution in society and their belonging to different cultural values. The job of the designer is to identify new trends and turn them into fashion.

Is it correct to associate the idea of fashion with the idea of communication, instead?
Of course yes, fashion is communication because without its ability to be social accepted it couldn’t exist. Best designers are the best communicators. Dolce&Gabbana is one of the most powerful fashion house in Italy but the reason are not only the unique pieces they produce every year. Since the beginning, indeed, they created an iconic atmosphere surrounding the brand. That’s the reason why it’s not simple to limit Dolce&Gabbana universe in one definition. It’s a world made of emotions, traditions, culture and mediterranean values.

The two designer made of their “Italianity” a flag. Sicily, where Domenico Dolce was born, has always been the main source of inspiration for the designers, since their fall winter 1987-88 collection called “La Sicilia”. In this collection Sicily was celebrated with the advertising campaign taken by photographer Ferdinando Scianna with black and white photographs inspired by the Italian cinema of the 40s. Sicily is a mixture of Mediterranean cultures from ancient Greece to north Africa, passing through the Normans and Spain and all this contributes to conferring a mythological and timeless appeal to the island. Moreover, the two stylists started to look at the folkloristic elements of the island, such as the Sicilian horse drawn cart, the pottery and even the “Pupi” theatre. The folkloristic traditions of Sicily run through collection sometimes openly sometimes they’re hidden.

For what concerns their communication ability, they’ve been able to be accepted and loved by the most famous Hollywood stars. In particular, the brand plays much on his popularity: in fact tries to dress up the icons of the moment, as singers and celebrities. Very important is the fashion show. Dolce Gabbana dominates the scene for several years through spectacular fashion shows.

After a scandal in 2007 where they’ve been criticized by the Spanish press for being sexist, they took their revenge launching a collection entirely inspired by Domenico Dolce Sicilian origins. They showed their love for traditions and colors of Sicily and in particular for the Mediterranean beauty.

“Dolce and Gabbana woman is strong, she likes herself and knows that everyone like her. She’s been everywhere but she doesn’t forgive her origins.”
She both wears transparent dresses and male suits, but her main characteristic are high heels. She can work in every field, and it's not a case that women in their campaign are always Italian models and actresses such as Monica Bellucci, Bianca Balti, Maria Grazia Cucinotta and so on, that's because they want to stress Italian beauty.

Since **Italian beauty has been the central theme of their campaigns** we can go back to the first spot they made for the perfume “Sicilia”. The spot was created by the Italian filmmaker Giuseppe Tornatore and the music by Ennio Morricone while the main character was played by Monica Bellucci. The spot is surrealistic and lasts 30 seconds. It starts with a man who bangs an octopus against a rock next to the sea. He stands and looks around, where there are some women occupied in their daily routine. One woman (Bellucci) is shown with a 50s swimsuit behind a white sheet. While she dresses up she throws her bra away on a cactus and goes by the ocean. Later she’s shown on a bed and the man who sees her his keeping her bra on his nose. The spot stops with the image of the perfume bottle on a black screen.

In 2003 the same perfume has been advertised by a spot on Sicilian funeral also shoot by Tornatore. In 2006 Gisele Bundchen was the main character for “The One” spot, another iconic perfume by D&G. She’s in front of the beauty mirror with flashes and a cameramen crowd, she wears a golden dress and a pair of sunglasses.

This is just an example of the spot realized for the perfume advertising, some of them became iconic: “Light Blue”, for instance, with Capri’s “faraglioni” on the background, Bianca Balti as the role model and the Italian song “Parlami d’amore Mariù”.

Some of them have been strongly criticized: the last spot of “The One” shoot in Naples, for instance. In the spot the actress goes around Naples street where she meets all of its unique traditions, the critic was that they could seem clichés and stereotypes.
That is just a weak critic if we look at the recent strong critic about China. The two designers are protagonist of a scandal that started with an advertising campaign they made for Shanghai, where a pretty Chinese girl tries to eat Italian dishes with Chinese sticks, looking ridiculous. Chinese got offended and this led to Stefano Gabbana bad reaction that provoked the scandal. The two designers apologized, but it was too late since Chinese had already blocked the market and cancelled the event that Dolce and Gabbana was organising in Shanghai.

Since this wasn’t the first time they have been banned and their advertising have been cancelled, we can state that Dolce & Gabbana has always been a provocative and irreverent brand. Even if they made some mistakes we can surely admit that the brand could be an example of good communication both for the coherence and the innovation.

We can underline some famous campaigns that focused on the concept of Italian lifestyle.

Dolce & Gabbana Spring Summer 2013 advertising campaign set an exotic location where warmth and joy blend together with brightness and exquisite bohemians here and there. Captured by the designers themselves, everyone who looks at the campaign could have a deeper understanding of the core appreciation of the designers, who are taking care of their original Sicilian family root, and paying every attribute to cherish the south Italy fashion history and lifestyle. Throughout these images, everybody is transported to experience a tropical Spanish Riviera beach, surrounded by friends and family, living effortlessly in a boho bubble.

Later in 2014 the spring summer advertising campaign was also an ode to Sicily, embodying the exuberance, gastronomy and local color of the Mediterranean’s largest island and
playing with stereotypes for a tongue-in-cheek tone, and emphasizes the many different concepts of family.

Spring summer 2015, indeed, was inspired by the Spanish domination in Sicily. The campaign features Bianca Balti, Vittoria Ceretti, Irina Sharipova and Blanca Padilla as the fashion matadors the designers sent down the runway back in September for their Spanish-influenced collection. In the print ads shot by Domenico Dolce, they’re joined by an actual Spanish bullfighter, José Maria Manzanares, as well as a group of delightful, more mature ladies who beautifully showcase the brand’s festive accessories.

The Dolce & Gabbana Summer 2016 advertising campaign tells a simple story: fruit stalls, small shops, spaghetti, coffee, family, sunshine, summer. In one word, Italy. The inspiration of the fashion show and the advertising is life in Italy, the fanciful, positive life, made of genuinity: food, history, love.
Overall, beyond advertising, the brand invested a lot in corporate communication. Dolce & Gabbana carries on many social initiatives. In 1995, they opened their first atelier in Milan and in July 2006 inaugurated a showroom space called “Lo showroom di via broggi” in Milan. They bought the historical cinema Metropol built in 40s and reopened it in 2005. They opened “Gold”, a building with a coffee bar and a bistro in 2006 and the Martini bar in Italy and Shanghai, always promoting “Italianity” abroad.

Over the years they also used their spaces to promote art and photography exhibitions. A good example could be the “Open house exhibition” for the architect’s Studio Piuarch in 2001, Studio Piuarch had built their plant in 2006 and the plant was the place were the exhibition took part. They also hosted book and photography exhibitions about the history of their brand and fashion in general, for instance a photography exhibition about 100 pictures choose from Vogue Usa archive named “Extreme Beauty in Vogue” in 2009. Overall Dolce&Gabbana could be considered an example for what concerns communication even though they’ve been involved in many scandals.
Finally, Dolce Gabbana can be considered a global example how to use social media in the fashion world. In fact the brand broadened communication across different platforms, choosing those that are most relevant to their customers. In addition to the usual social media used by nearly every fashion brand, Dolce Gabbana pays great attention to platforms used in China and Russia, relevant markets to the world of luxury. Also through Swide, the brand develops interesting content on its universe. Besides, they were also the first to introduce live fashion shows and to tell about what happens in the backstage of the show through pictures and videos posted on social media. And it was also the first fashion to invite Millennials to sit in the front row during the catwalk p/e 2017.

5. Communication mix (a/w 2017/2018)

A specific analysis of 2017/2018 communication mix follows.

ADVERTISING
Campaign imagery is often related to the territory, lifestyle and emotional values in which the designer plays an enormous impact. In advertising, they often use celebrities and famous testimonials. The Dolce & Gabbana Fall-Winter 2017-2018 campaign, titled #DGPalermo, is fronted by a squad of insta-famous Millennials such as Sonia Ben Ammar, daughter of producer Tarak Ben Ammar and model Alessandra Garcia-Lorido, the daughter of Andy Garcia, but also 20-year-old daughter of Steve Harvey, Corinne Foxx, the 23-year-old daughter of Jamie Foxx, the 20-year-old Princess Maria-Olympia of Greece and Denmark, plus-size model Alessandra Garcia Lorido and Lady Amelia Windsor, a member of the British monarchy. Photographed on location in Palermo, the images were captured by Luca and Alessandro Morelli.
The Italian fashion brand continue therefore to focus on Millennials with the Dolce & Gabbana Spring/Summer advertising campaign 2017/2018 set in Venice, shortly before the Carnival. The photos were taken by the Morelli brothers. The city represents an iconic emblem of the wonders of Italy and the brand leverages on the tradition of the Carnival to propose the new collection. Moreover, the two designers use a cast of Millennials models to enliven the scenarios. There are Brandon Thomas Lee (son of Pamela Anderson and Tommy Lee), Kitty Spencer, Raff Law (son of Jude Law, the actor) but also Cameron Dallas (American Youtuber), Austin Mahone and Christian Combs (son of Sean Combs). Models are pictured while eating spaghetti in Piazza San Marco, or going on gondola excursions and interacting with the locals, in a hymn to Italianity that combines folklore and style. The collection is dedicated to a "Queen of Hearts", with an explosion of printed roses, with silks and baroque embroideries.
DIGITAL FASHION

Dolce and Gabbana has always embraced the digital innovations and in the last period the brand has developed new strategies with a single objective: the new generation of consumers, the Millennials. The Fall-Winter collection 2017/2018 was spread all over the social networks with the hashtag #DGPalermo as we can see from these pictures.

The whole Spring and Summer collection 2017/2018, with the hashtag #DGVenezia focuses on Millennials and on the digital world of social networks. Dolce and Gabbana use a lot social media to communicate the brand to their audience. This campaign is dedicated especially to the younger generations that is born with the use of social media as an integrated tool in their life.
FASHION SHOW

Dolce & Gabbana Fall-Winter 2017-2018 fashion show was staged at the Metropol of Milan. Austin Mahone opened singing the show and accompanying the fashion show: from the initial family - dressing a gown with cats for him with a child in his arms, total look animalier for her - up to the gigantic group photo of the finale. Domenico Dolce and Stefano Gabbana have chosen a large group of children of art to wear their new creations, those sons of famous who are influencers by profession, adored by millennials. The two designers have declared that the new generation with social media is changing the language, the way of being and doing, but they also have strong values such as the family. Beside famous models, there were also retired models, men and women, very young and advanced with age, low and tall, thin and fat, blond, black and red: a hymn to freedom to be as you want and to the family in all its meanings.

Dolce and Gabbana Spring-Summer ready to wear collection 2017/2018 in the Milan Fashion Week is “Queen of Hearts”. The central theme of the Spring Summer 2018 collection is therefore love. The models set off the catwalk on the sound of “Crazy in Love” by Beyoncé, while the millennials are the front row guests. The reference to the main theme is clear, with direct links to the main theme both in garments as well as the accessories. The playing cards are either as a detail or as an all-over print. The royalty is manifested with crowns on the head that frame the faces of the protagonists of the show: golden and sparkling tiaras, small circles embellished with
stones, flowers or playing cards. The dominant color is intense red, present in many looks as a symbol of a decisive and regal femininity. The leading message is that all women are queens. Moreover, in the collection there are also references to Sicily: instead of pasta and pizza on the clothes appear the cannoli and many vegetables, from carrots to radishes.

EVENTS ANS SPONSORSHIPS

For 2017 Christmas holidays, Dolce & Gabbana has conquered, with a marketing strategy, the Harrods warehouses, bringing craftsmanship and Italianness to London. As we can read on the corporate website of the brand, from November 2nd to December 28th 2017 Harrods will be transformed with a festive Italian atmosphere. The place will tell the unmistakable passion for Italy, the landscapes, the people and the lights, the *luminarie* that sparkle at Harrods. The event focuses on Sicilian
carretti, flowers, of unique traditions and of a celebration of being bound by a feeling of shared experiences and coming together.

Dolce & Gabbana and Pastificio Di Martino joined together to create a new packaging for Neapolitan pasta. The design created by Dolce & Gabbana combines the vibrant colors of majolica, with stylized images of the most famous Italian monuments and symbols, to celebrate the true essence of culinary culture in Italy. The engaging, limited-edition pasta wrappings are made for three shapes (spaghetti, the tubular paccheri, and penne mezzani rigate) with the tagline, "La Famiglia, La Pasta, e L'Italia!" Although the packaging evokes southern Italy, there are illustrations of landmarks from all over the country — including the Duomo of Milan, a Venetian canal, the Colosseum, and the Leaning Tower of Pisa. We can notice the strong bond of the designers with all the most iconic Italian elements, including pasta, printed on some items of the Spring Summer 2017 collection, and brought as a symbol of Italianness in the new advertising campaign for The One perfume.

Dolce & Gabbana also collaborated with great success with Smeg, manufacturer of household appliances to create refrigerators and small appliances for the kitchen, with a design that recalls Sicilian ceramics.

RETAIL
Dolce & Gabbana has set up the interior spaces of the Rinascente in Milan in 2017, where the brand opened its second corner on the third floor. A pop-up was set up inside the store (until September 18th) and was dedicated to the customization of the most iconic and sought-after products of the Dolce & Gabbana universe. Activities such as, for example, the hand-painted bag, become the perfect opportunity to transform their accessories into unique pieces. To make the pop-up even more fun and immersive, there will be the mascots of the two designers. The cute puppets with the appearance of Domenico and Stefano will move up and down the Rinascente store.

Dolce & Gabbana alla Rinascente spaces in Milan are at the ground floor (the Dolce & Gabbana Beauty space); floor mezzanino (the women’s bags and small leather goods from the Dolce & Gabbana Fall Winter 2017-18 collection, together with men’s and women’s sunglasses); first floor (men’s clothing and accessories for the following winter); third floor (the new Donna boutique and the special space dedicated to footwear) and the fifth floor (the baby and child collections for Back to School and Newborn).
Referring again to the event that took place in Harrods stores at the end of 2017, the windows on Brompton Road and Hans Crescent take inspiration from the Sicilian puppet theatre. The protagonists are the puppets of Domenico and Stefano who narrate the world of Dolce&Gabbana and all the inspirations that animate it, from fine tailoring, to fragrances, to the poetry of everyday life.

Dolce & Gabbana participated in the Rinascente project “The Green Life”, which aimed to promote and cultivate a green lifestyle in every field, from the begin of April until April 18th 2018. On the occasion of this initiative, Dolce & Gabbana personalized its spaces in the Rinascente Milano stores, Piazza Duomo and Rome Via del Tritone with a floral-themed setting that celebrates the launches of the spring season, such as Dolce Garden Eau de Parfum and the Make Collection up Dolce Garden, inspired by a garden in spring. For the occasion, all visitors to Rinascente in Milan and Rome were invited to experience exclusive olfactory experiences and receive personalized make-up consultations within the Dolce & Gabbana Beauty space.

5. Seasonal collection and fashion tale (a/w 2018/19)

Fashion devotion is the Dolce&Gabbana brand's autumn-winter 2018-2019 "ready to wear" collection. The name comes from the main source of inspiration, the Catholic Church of Santa Rita in Palermo. The main theme leads to the meeting between the sacred and the profane world in which the models are identified as fashion sinner; this concept is also
underlined by the inscription that appears on the t-shirt worn by the first model who has the task of opening the show. The reference to the contrast is also clearly visible in advertising campaigns in which the sacred is represented by two nuns who flank the profane world embodied by the model who wears a t-shirt with the words "Santa moda, ora pro nobis". There is also an association between technology and religion, perceptible through the presentation of the iconic "Devotion bags" introduced by sacred music and carried by 8 drones, almost as if to recall a procession starting from a majestic door flanked by statues of white angels and golden decorations, just like in a basilica.

There were also chic & kitsch elements that denote the whimsical and exuberant style of Dolce & Gabbana: animal references, from panda backpacks to zebra-rimmed hats, totally leopard outfits in veiled fabric, pop butterflies, heart-shaped glasses, light green fur shoes, brocades, feathers, hearts scattered and combined with references to church and religion. Inside the fashion show it is possible to detect the coexistence of distinctive features of the brand and elements that belong to the trends of the season.

5.1 Permanent stylistic codes

Dolce & Gabbana’s style identity allows us to recognize its characteristic features that go beyond the style’s seasonal trend. In this way, the permanent style of the
brand is recognizable and coherent over time; it is the link that ensures continuity in every collection.

Dolce&Gabbana stylistic codes originate from their motherland, Sicily, and this is the element of continuity that is preserved in order to maintain the identity and the position of the luxury brand. The brand identity refers to its Sicilian origins and to the idea of the family. Dolce & Gabbana’s identity is at the same time either Mediterranean and Baroque, with the contrast of the hyper-femininity and gender-bending that we found in different collections. The permanent stylistic codes are made up of different aesthetical elements:

- **Colors**: black, cardinal red, gold and white are recurring colors in Dolce & Gabbana collections; they can be found in apparel, jewels and accessories.
- **Fabric**: the characteristic fabric is lace, satin, chiffon, cotton, jersey and wool, which can be overlaid.
- **Patterns**: typical patterns are embroidery, Caltagirone’s ceramics, flowers in particular red roses, zebra and cheetah prints.
- **Details**: recurring details are the Sacred Heart, the Cross, Rosaries, coppola hats and fancy sunglasses.
- **Lines**: Dolce & Gabbana style combines both soft and strict lines. Strict lines can be seen in blouses and male inspired taileures while soft line in dresses that enhance the female body.
- **Shape**: typical shapes are little dresses, longuette dresses, corsets and bras, pencil skirts, heart shaped necklace, squared necklace, spaghetti straps, tailored tailleur and men’s coats.
5.2. Seasonal stylistic codes
The seasonal stylistic codes vary from one collection to another, according to different trends. In every collections, it is crucial to offer a seasonal collection style that is consistent with the company’s overall identity. It is important to achieve a balance between the new seasonal trends and the brand’s permanent stylistic code: customers need to feel the consistency and the similarity among seasons.

Analyzing the fall-winter 2018/2019 fashion show, we can recognize short-term codes that refers to seasonal trends, such as:

- Zebra and tiger animalier, leopard print
- Silver;
- Bustier, the strapless brand returned as a trend;
- Cowgirl theme;
- Sparkling crystal;
- Fluorescent;
- Fringes;
- Yellow colour;
- Hybrid;
- Cloak;
- Oversize;
- Paillettes;
- Patchwork mix;
- Feathers;
- Stripes;
- Shearling (sheepskin);
5.3. The integrated communication process (aw 2018/2019)

The fashion tale is a story, a sort of narrative and the starting point of the collection. It can be seen as an integrated communication plan, in which everything reminds of the main theme and it is communicated by different tools. If we consider the Autumn-Winter fashion show of 2018/2019 of Dolce & Gabbana, the main inspirational theme is the Catholic religion as they live in Sicily and in the South of Italy. As we said before, the set facade was an homage to the baroque Oratorio di Santa Cita church in Palermo, Sicily—the island of Domenico Dolce’s birth.

The creative concept of the collection can be seen from the firsts minutes of the fashion show, as the first model wears a black t-shirt with the words “Fashion Sinner” and a woman with the profile with the words “Santa Moda”. The creative concept thus reveals the contrast between the sacred and the profane and from this starts the fashion tale.

Dolce & Gabbana’s fashion tale begins with the definition of the seasonal collection's creative concept and inspiration and continues with the communication plan which is composed by videos and teasers, fashion shows, advertising campaigns, contents on digital platforms and stores and shop windows.
Domenico Dolce and Stefano Gabbana, with this autumn-winter 18-19 collection, reinterpret their tradition and the heritage of the brand to take it towards the contemporary. From a church built ad hoc inside the headquarters of DG, which recalls the facades of the ancient cathedrals of the cities of southern Italy, parade as in a procession coats with embroidered crosses, monks’ furs, cardinal’s jackets and inlaid skirts as papal robes with a strong reference to the religious world. Santa Moda, Fashion Sinner and Fashion Devotion become slogans to be worn on different items of clothing, on the contrary in the evening it lights up with long mermaid dresses studded with sequins, bustier and mini dress in crystals that recall the world purely profane and far from sacredness.

**CREATIVE CONCEPT**

The creative concept can be seen from the very first minutes of the show, as the first model wears a black t-shirt with the writing Fashion Sinner and a woman with the writing Santa Moda. The set design also presents the title of the fashion show: Fashion Devotion. The creative concept therefore reveals the contrast between the sacred and the profane.

**COMMUNICATION PLAN**

The fall-winter 2018/2019 fashion show was advertised online through social networks through images and videos with which the followers were able to see some previews of the runaway show and the catwalk. The fashion tale begins with a **teaser**. In particular, Dolce & Gabbana use teasers to create suspense and provide some anticipations to the public of the show, as well as to publicize other events such as the Rinascente fashion show in Milan and the Secrets & Diamonds Fashion show.

The fashion show that was held at the Rinascente in Piazza Duomo in Milan was anticipated with a short video on Instagram, where Dolce & Gabbana invited people
to see the show at the luxury store. At the end of the video, you can glimpse the paper invitation of the parade.

The fashion brand's Instagram page also features a short video in which they invite people to follow the show directly on the social network. Teasers are used to create an emotional and expectation atmosphere, to prepare the audience for the actual show. For example, the public is invited to follow the runaway show through the hashtag #DGFashionDevotion, as we can see from this post on Instagram.

As well as for the Fashion Show in Rinascente, Instagram was also used to share with the audience the #DGSecretDiamonds. The scenic design refers to the Catholic devotion, in which we can find the façade of a chapel or, according to some, the entrance of a sacristy. The main door is surrounded by an arch made up of white cherubs and angels. Above the door and surrounded by lights, there is the golden title of the fashion show: Fashion devotions. The title refers to the polytheistic religion of ancient Rome in which the devotion was a sacrifice that was offered to Gods to
push danger away from the community. Moreover, in the Rome of that period, the devotion was also a symbol of the respect towards a person, such as a benefactor or a teacher, a nobleman or an emperor. The set and the title invite us to venerate fashion, because it takes away from the community the risk of a bad fashion or "non-fashion" and invite us to be grateful to something that makes us more beautiful than we actually are.

The other two doors are full of decorations and zircons, symbol of the splendor and wealth that represent the brand and the church itself.

The set as well as the clothes themselves are rich in sacred symbols such as crosses, crowns of saints and Madonnas. Alongside all this sacredness, however, there are profane symbols that are opposed to the formers.

The advertising campaign of Dolce & Gabbana for the fall-winter collection of 2018/2019, bring us directly to the Eternal City with a sequence of images and photos. The campaign shows at the same time feelings of irreverence and joie de vivre, where style and fantasy find immediately a balance. The glorious history of Rome is remembered with centurions and admirable domes (San Pietro) and the Colosseum. The photos of
#DGRoma were taken as usual by the brothers Luca and Alessandro Morelli.

The contrast between the sacred and the profane, that is the concept of the fashion show, can also be seen from the shots of the advertising campaign, in which the irreverence of the "Santa Moda - Ora Pro Nobis" shirt clashes with the sanctity of the nuns.

Another protagonist of the advertising campaign is the technology of drones, which opened the catwalk of the Fashion Show, substituting for a moment the entry of the models. The drones, technology of the future, support clothing and bags from the collection:

Dolce & Gabbana used also digital platforms such as Instagram widely.

In particular, to communicate the pret-a-porter fall- winter collection 2018/2019, the fashion brand published a short video on YouTube with an overview of the advertising campaign. The 2018/2019 fall- winter collection is promoted on social media such as Instagram with the #DGRoma. The pictures are the ones taken by the Morelli brothers.
As well as Instagram, also Facebook is a suitable platform on which the brand shares the most important moments of the fashion show.

The prêt-à porter fall-winter collection 2018/2019 also appears on some famous fashion magazines, such as BazaarIn, the American top-model Kaia Gerber features on Vogue Japan wearing Dolce & Gabbana.
Dolce & Gabbana, as the last part of the fashion tale process, utilizes shop window to show and promote the collection and especially the Devotion bag.

As we can notice on Facebook, Dolce & Gabbana puts a “magical window” in Rinascente in Rome for the Christmas Holidays and uses a technology to make products appear and disappear out of the air.

The same technology is being used in Rinascente Milan, with the same background for the Christmas Holidays in order to make products belonging to the collection fall-winter 2018/2019 appear and disappear.

The Devotion Bag is also the protagonist of the window store in the Dolce & Gabbana’s boutique in Via Montenapoleone in Milan, which is decorated with gnomes and little houses.

After analyzing the main aspects of the Dolce & Gabbana fall-winter collection 2018/2019, we can make some considerations about the communication strategy and the consistency among the different means used. We can see that there is coherence among the teasers, the catwalk, the editorials, the advertising campaign, the retail and the use of social media. Moreover, the fashion tale and the communication tools used are consistent with the Dolce & Gabbana’s brand identity.

In particular, as we can notice from the pictures, the main theme of the collection regarding the comparison between the sacred and the profane is the element of continuity among the different communication tools. Fashion Devotion is at the center of every means, from the teaser to the digital platforms. There always are references to the main religious theme. The so-called brand orchestration is therefore very important: the brand proved to be capable to create and maintain a coherent and strong brand image through different channels. The identity is solid and easily recognizable and the Sicilian roots are communicated efficiently. The Sicilian regional theme, in all its facets, from history, culture to traditional folklore is very strong and present in all collections as a permanent stylistic code.

Talking about the fashion tale, we can say that it is the starting point of every collection and it can be seen as a part of a circle that includes the social and cultural context, the Zeitgeist (the spirit of time), the social and aesthetic trends and the actual fashion tale. So, the fashion tale reflects the fashion, the Zeitgeist and the social reality, shaping the social reality. If we want to classify the fashion tale of Dolce & Gabbana of the fall-winter collection 2018/2019, we can say that it is
inspired by a real world and it is constructed with a logical language. Therefore, the result is a plausible world that actually exists.