

# D&G

DOLCE & GABBANA

## FACTFILE





## The Audience

The typical audience is aged 15–25. They are viewed as innovators and trend-setters. Dolce and Gabbana also cater for anyone who enjoys freedom and the irony of fashion.



“The Dolce & Gabbana woman is strong: she likes herself and knows she is liked. A cosmopolitan woman who has toured the world but who doesn’t forget her roots. A woman who indifferently wears extremely sexy guêpières or bras that can be seen under sheer clothes, contrasting them with the very masculine pinstripe suits complete with tie and white shirt or a men’s vest. She always wears very high heels which, in any case, give her both an extremely feminine and sexy way of walking and unmistakable posture. She loves that so masculine cap imported from Sicily and the rosary of the first Communion which she wears as a necklace. She can indifferently be a manager, wife, mother or lover but she is always – and in whatever case – thoroughly a woman.”

## Creative Direction



Their aesthetic from the beginning was a romanticised version of southern Italy, and Sicily in particular. Runway shows feature sexed-up black widow’s weeds and gowns printed with citrus fruit and motifs of ancient ruins.



But more than many Italian brands Mr Dolce and Mr Gabbana’s commercial success is based on a romanticised version of the traditional family, rooted in a technical-our vision of Mr Dolce’s Sicily.

## Key Pieces



Some of their design signatures and trademarks include the reinterpretation of intimate garments as outerwear, animal prints and taking inspiration from ‘real women’ — for several seasons’ campaigns and runway shows, the pair have cast ordinary men and women, typically from their native Italy.



## Impact of Country of Origin

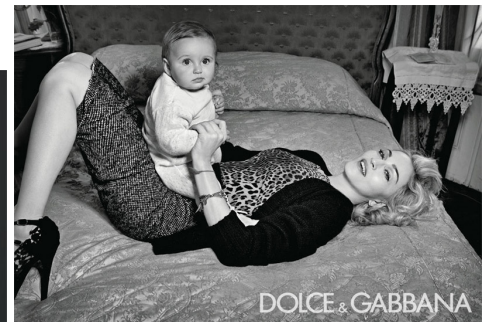


"I am from Sicily and I believe in the traditional family. It is impossible to change my culture for something different. It's me. But I respect all the world and all other cultures," Mr Dolce.

## Brand Ambassadors



Emilia Clarke



Madonna

## Colour Palette And Fonts Used.



The font used for the D&G logo is very similar to a sans serif named Futura SH-Dem Bol designed by Paul Renner. Their logo is black and white (monochrome and simplistic). However, the clothes that they design incorporate bold, vibrant colours typical from Italian architecture and tiles. This helps show their influence from their country of origin as you can clearly see the traditional patterns and designs.

## Mood



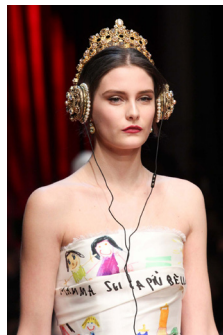
Throughout the '90s, the duo were famed for their overtly feminine, colourful garments, which stood in stark contrast to the wave of minimalism that was sweeping across fashion at the time.

D&G 1992



## Collaborations

AC Milan, Beats, Beyonce, Chelsea FC, Christy Turlington, Disney, Emilia Clarke, Jurassic Park, Kit Harrington, Lin Chen, LVR Editions, Madonna, MyTheresa, Salone del Mobile, SMEG, Whitney Houston, World Cup Italian Team.

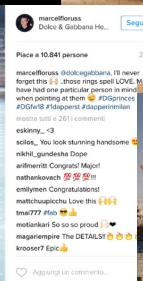


## PR and where they sell & advertise

-They have in-house PR.  
-press@dolcegabbana.it

They advertise on Instagram, in magazine and on TV.

**FARFETCH**  
**YOOX**



They sell online, in own store, in Harrods, Farfetch, YOOX, the Outnet and Sun-glasses shop.



## Owners of the company and head designers.

Dolce and Gabbana is a privately-held business. Domenico Dolce and Stefano Gabbana are the creative directors and majority owners of Dolce and Gabbana. Members of their extended family also have some ownership.

**DOLCE & GABBANA**  
#DGFAMILY



Dolce and Gabbana are also the head designers of the company.





# Primary/First-Hand Research

I visited the Bond Street store but was unfortunately unable to take any of my own photos so have found images online that replicate the interior design as close as possible.



The use of wardrobes and curtain rails made this store seem like a home with the changing rooms being hidden away in what felt like a private quarter of a stately home. Not one piece was a replica of another, further showcasing how extravagant the brand is.

Shoes were displayed in glass cabinets, as if they were a museum exhibit, while handbags were hanging on the wall like wall decorations. This carefully designed layout made sure not one garment or accessory went without recognition from the shopper.

Typical shoppers of this store were young families, which were most likely drawn in by, not only the children's section of the store – hidden away upstairs – but also the small cartoon figurines from the #DGFfamily range, which can also be bought in an adorable miniature collector's edition.



The interior of the New Bond Street store was homely due to the use of plenty of furniture such as sofas, glass cabinets and wardrobes. There was a large wooden staircase, marble and carpeted floors, quilted walls and chandeliers; all which helped to emphasis the luxurious feel of the brand. By incorporating floor-length curtains and fireplaces in every room, this store really helped you feel at home while perusing the items on display.



Despite this being an Italian brand, there were many references to British heritage such as portraits of Kate and Will, perhaps trying to make their brand more compatible for a British audience. The incorporation of male barbers would also appeal to a typical English male shopper, as not only are they given the option to purchase a new designer suit, they can also indulge in a new haircut.





# "How would you sum up Dolce and Gabbana as a brand?"



"Their style is smart casual but not scruffy."

"They are a high-end clothing brand for people who want to look good and can afford to not worry about the price."

"Due to the 'D&G' motif featuring on most items it suggests that they want to make sure people know they are wearing their clothing."

"They try to sell themselves as a classic brand that set the style and tone for the fashion market."

"Stylish, cute and aesthetic."

"The clothes are catered towards the high-end market; for 'real' celebrities rather footballers etc."

"Classic, style-setting and expensive."

