

Dolce&Gabbana

Stefano Gabbana and Domenico Dolce founded Dolce&Gabbana in 1985. Headquartered in Milan, the brand has hundreds of boutiques worldwide. Today Stefano and Domenico remain Creative Directors.

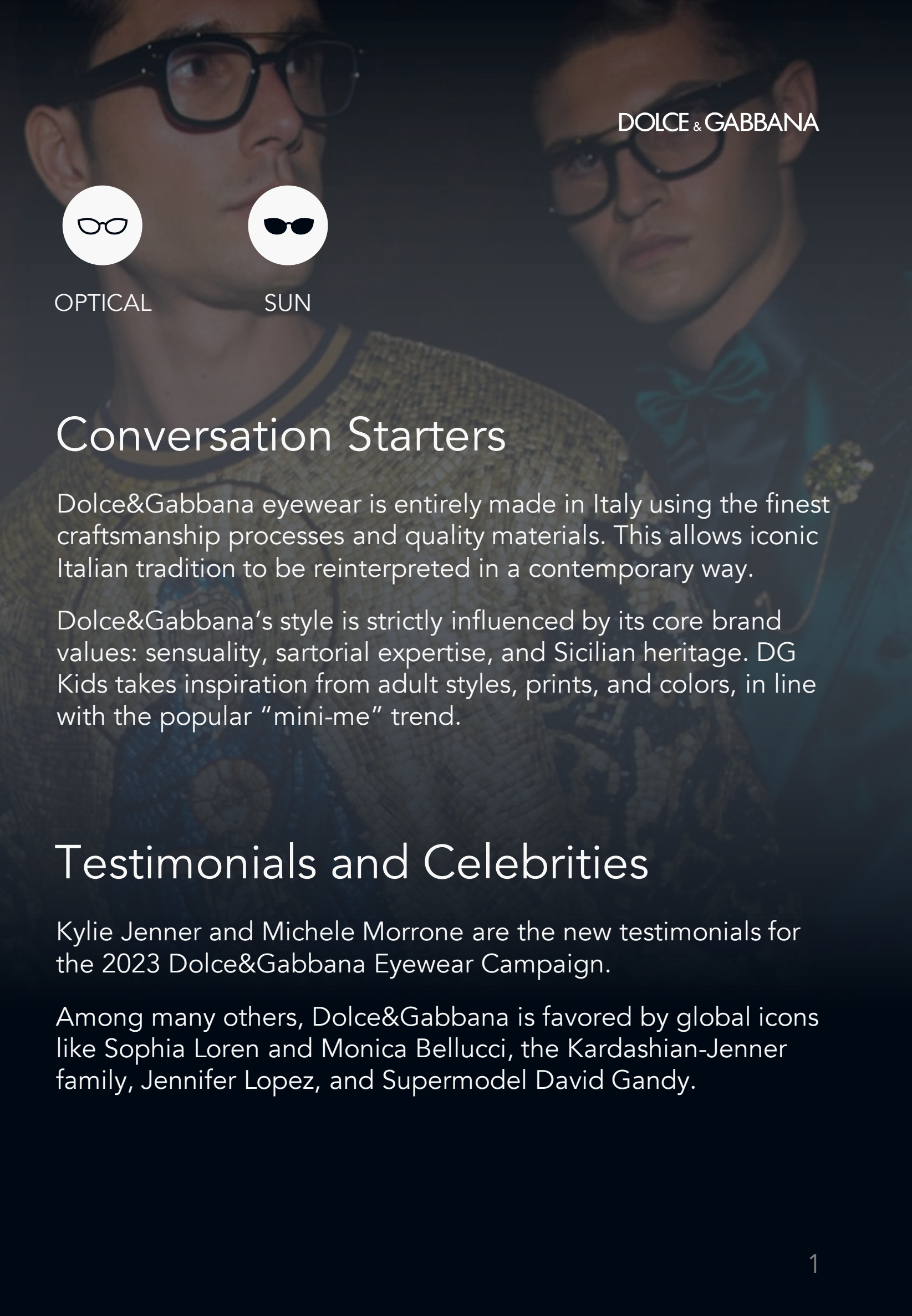
Dolce&Gabbana joined the licensed brands portfolio in 2006. Sicily is a huge influence on the brand's aesthetics and campaigns, also reflected in eyewear. The cross-category line, DG Kids, has expanded into eyewear with its new SS23 collection, in line with current trends.

Brand Values

Sensuality | Sartorial expertise | Sicilian heritage

Selling Tips

- Dolce&Gabbana eyewear offers sophisticated and timeless shapes with innovative yet iconic codes
- Dolce&Gabbana eyewear features the highest quality Made in Italy materials
- The DG Family is a DG USP and a key cross-category lever in the storytelling for both kids' and adults' assortments



Conversation Starters

Dolce&Gabbana eyewear is entirely made in Italy using the finest craftsmanship processes and quality materials. This allows iconic Italian tradition to be reinterpreted in a contemporary way.

Dolce&Gabbana's style is strictly influenced by its core brand values: sensuality, sartorial expertise, and Sicilian heritage. DG Kids takes inspiration from adult styles, prints, and colors, in line with the popular "mini-me" trend.

Testimonials and Celebrities

Kylie Jenner and Michele Morrone are the new testimonials for the 2023 Dolce&Gabbana Eyewear Campaign.

Among many others, Dolce&Gabbana is favored by global icons like Sophia Loren and Monica Bellucci, the Kardashian-Jenner family, Jennifer Lopez, and Supermodel David Gandy.

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Brand Pillars



Strong Italian and luxury aesthetics



Characterized by the highest quality materials



Codes of sensuality and seduction

Logo's History and Evolution

Dolce&Gabbana's logo has been the same since 1985. At first, the brand had 2 main lines, Dolce&Gabbana and D&G, thus 2 logos. The first one is the extended logo "Dolce&Gabbana", simple and timeless, with a sleek and minimal aesthetic.

The second is the "D&G" logo, which was more playful and helped make Dolce&Gabbana easily recognizable and target younger customers. The D&G line was discontinued in 2012 when the 2 collections merged into "Dolce&Gabbana."

In 2021, Dolce&Gabbana also introduced the DG crossed logo, featuring the 2 initials intertwined. Designed to be cross-category, this logo is now the synonym for Dolce&Gabbana.

Dolce&Gabbana also has another logo for DG Beauty, the "Dolce&Gabbana," surrounded by a laurel wreath topped with a regal crown in line with the brand's opulent and Italian aesthetics.

