

APPAREL AND ACCESSORIES

Dolce & Gabbana evokes bygone era for fall/winter 2024

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The maison evokes sophistication, classicism and minimalism in its new advertising spot. Image credit: Dolce & Gabbana/Steven Meisel

By ZACH JAMES

Italian fashion house Dolce & Gabbana is showcasing its Black Sicily collection with the help of high-profile talent.

American actress and singer Miley Cyrus stars in the brand's fall/winter 2024 campaign. Shot by famed American fashion photographer Steven Meisel, the advertisement casts the two-time Grammy Award winner as a femme fatale regular at a retro brasserie, merging new codes with nostalgic classicism.

"In my opinion, D&G always has been the Italian fashion-forward brand with clean, classic expressions," said Vincent Krsulich, CEO of [Martini Media](#), New York.

"In general, the D&G consumer is more fashionable or, better yet, more stylish than the average luxury consumer," Mr. Krsulich said. "The newest ad campaign presents Miley as a 'bygone diva,' evoking nostalgic, classic luxury: the comfort of a vesper in a coupe glass.

"Subtle, but effective; this is very representative of D&G."

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

Back to black

Dolce & Gabbana's new marketing endeavor transports viewers back in time to the early 20th century.

The black-and-white imagery evokes associations with sophistication, combining a 1920s aesthetic with the modern sensibilities featured across the brand's latest ready-to-wear collection. Ms. Cyrus, a fixture of the music charts and silver screen, becomes the maison's muse in a 45-second short film that showcases sophistication and cinematic romanticism.

Dolce & Gabbana presents its fall/winter 2024 campaign

In the advertisement, the talent poses in fur coats, pantsuits, down coats, dresses and sheer shirts, among a variety of accessories and other pieces from the womenswear selection. Set in an upscale restaurant, the starlet swings throughout the culinary establishment in a seductive manner, reminiscent of pin-up models and femme fatales from Hollywood's golden age; Dolce & Gabbana refers to her as its "bygone diva."

The sensual sounds of piano, horns and saxophones, evocative of the roaring 20s, score the video. Uplifting the vintage feel, film grain, scratches and cigarette burns have been added to the picture, with the spot being bookended by white flashes, seen when a film reaches the end of its reel.

With creative direction handled by French filmmaker Fabien Baron, the video continues the throwback stylings of this year's spring/summer campaign ([see story](#)), which the duo was also behind.

Mr. Meisel and Mr. Baron are not the only returning names for Dolce & Gabbana's seasonal drop, with Ms. Cyrus appearing in the label's summer eyewear advertisement ([see story](#)), which was similarly focused on sensuality.



The men's and womenswear stars do not appear alongside one another. Image credit: Dolce & Gabbana/Steven Meisel

German model Leon Dame, a rising figure in the fashion industry ([see story](#)), stars in the menswear side of the campaign, which takes on a more minimalist approach than Ms. Cyrus' portion of the effort.

The creative duo of Mr. Meisel and Mr. Baron are also behind the camera for this slot, translating the vintage feel to a paired-back studio setting, as the talent poses in front of a dark backdrop in items from the fall-winter 2024 selection.

Contrasting with Ms. Cyrus' side of the initiative, string instruments score Mr. Dame's visuals, presenting an intense vision of the fashion house's masculine offerings.

The maison's [men's](#) and [women's](#) fall/winter 2024 collection is available now in-store and on its website.

Musical chairs

With the seasonal drop, Dolce & Gabbana taps into the influential well of recording artists once again.



Ms. Cyrus represents the label's latest muse from the music industry. Image credit: Dolce & Gabbana/Steven Meisel

Late last year, the maison enlisted American singer Katy Perry to promote the Eau de Parfum feminine fragrance, placing her in a picturesque coastal village in Italy ([see story](#)).

However, these stars differ from a majority of the luxury industry's marketing targets. In the past several years, ambassadorships and celebrity campaign roles for talents from the global East have steadily risen in number and scope.

Most recently, luxury staples such as Versace ([see story](#)) and Louis Vuitton ([see story](#)) have onboarded prominent pop stars from China and South Korea as representatives.

Last month, Italian fashion label Gucci added South Korean singer Kim Seok-jin, better known as Jin from K-pop group BTS, to its marketing roster ([see story](#)). The globally popular boy band has upwards of 75 million Instagram followers, outnumbering Gucci by more than 20 million, providing a massive platform for the maison.



The fall/winter star has cross-generational appeal. Image credit: Dolce & Gabbana/Steven Meisel

Despite these massive numbers, American industry titans, including Ms. Perry and Ms. Cyrus, could provide even more marketing pull, sporting 205 million and 214 million followers on the Meta-owned social media platform, respectively, the pop genre giants dwarfing Dolce & Gabbana's 30 million total.

"Let me be clear, Miley Cyrus is amazing," said Mr. Krsulich.

"She is authentic, diverse in her talents, thoughtful about partnership and beyond gifted," he said. "She is an amazing fit for D&G."

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