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THE HISTORY OF THE BRAND DOLCE & GABBANA

Dolce & Gabbana is an Italian luxury fashion house founded by talented fashion designers Domenico Dolce and Stefano Gabbana. Under the trademark of the same name, clothes, luxury goods, corrective and sunglasses, cosmetics, perfumes, wallets and watches are produced.

Unlike the company name, the entire product range is produced under the Dolce & Gabbana brand. The only difference is that the name on the labels is written without spaces [2, p. 53].

The Dolce & Gabbana logo is a two-letter capital letter D and G with a & symbol between them. Currently, there are more than 250 single-brand stores Dolce & Gabbana. Products are sold in more than 80 countries.

Domenico Dolce and Stefano Gabbana met in Milan in 1980. By the will of fate, future partners settled in the same atelier for the position of assistant. They immediately found a common language, since they had similar views on creativity and art. Two years later, young people finally decided to break into the world of haute couture [1, p. 37].

In 1982, they founded a small design consulting studio, which after some time was called Dolce & Gabbana.

The first collection had good reviews among critics, but did not bring the expected commercial success, and the fate of the business hung over the abyss. Frustrated Gabbana was forced to withdraw the order for fabrics intended for the next collection. However, the Dolce family offered to help cover the costs when the designer visited her in Sicily. The Christmas holidays played into the hands of

entrepreneurs: the fabric company did not receive a notice of cancellation of the order, so the partners were immediately able to take on the development of a new collection. In their fifth collection, the designer duo continued to use Italian cinema as a source of inspiration. A special contribution to their deeds was brought by the work of director Lechino Visconti “Leopard”. In 1990, Domenico and Stefano presented the first men's collection to win the prestigious Australian Woolmark Award. Also during this period, the spring-summer women's collection appears, referring to the mythological picture of Raphael. From this moment, many Dolce & Gabbana clothes begin to be associated with sparkling crystalline details. Following this, in 1991, an autumn–winter women's collection of corsets was issued, decorated with filigree medals and precious stones.

Based on these events, a fruitful collaboration ensued between the pop diva and the designers. In 1993, more than 1,500 designer costumes were created, specially designed for the fourth world tour of the singer The Girlie Show World Tour.

Between 1992 and 1998, Dolce & Gabbana created a wedding collection.

In 1994, the home collection was released, which ceased to exist in 1999 (with the exception of some unique items created for D&G premises) [3, p.24].

In 1996, Dolce & Gabbana men's perfume won the Oscar des Parfums in the Best Men's Perfume category (the first time in history when this title was awarded to an Italian brand).

In 2000, Madonna's eighth studio album, Music, was released. In his support, the pop queen is going to the next, fifth in a row, world tour – the Drowned World Tour. To be irresistible and shine on the stage, the singer again calls for help to Dolce & Gabbana, who develop stage costumes for her.

Following this, costumes were developed for international tours of Missy Elliott, Beyoncé, Mary J Blige [3, p. 40].

In 1999, a design duo along with Whitney Houston appeared on the Oprah Winfrey show. The singer intentionally agreed to star in the program to debut in costumes designed by Dolce & Gabbana specifically for her My Love Is Your Love World Tour.

In 2001, the D&G Junior line for children was launched.

In 2003, a new men's line appeared, inspired by the great world football stars. In the same year, Frankie Knuckles – an American DJ, musician and producer, noted that the Dolce & Gabbana Fashion House is an “excellent barometer” for measuring trends in fashion and music. In 2009, the first decorative cosmetics of Dolce and Gabbana appeared. The face of the new ad campaign was seductive American actress Scarlett Johansson. In 2011, in order to strengthen the main line, the D&G line was merged with Dolce & Gabbana. Thus, the collection of the spring–summer 2012 season as part of Milan Fashion Week for the more affordable brand of casual clothes D&G was the last [4, p. 41].

At the end of 2011, Dolce & Gabbana launched their first jewelry line in which there were 80 items, including beads decorated with precious stones, bracelets with pendants and necklaces. The face of the advertising campaign was the Italian model Bianca Balti. Later they released a collection of exquisite jewelry for men.

In 2016, the brand introduced an incredibly beautiful collection of hijabs and abai. The couturier managed to harmoniously balance the modesty that the Muslim outfit calls for and a bright personality, adding floral motifs, graceful lace and even prints with daisies, lemons and roses to black.

In recent years, Dolce & Gabbana have been conducting private viewing of their new collections for customers to sell their products before they are copied by competitors and little-known brands.

REFERENCES

1. 10 Years of Dolce & Gabbana / Isabella Rossellini, 1996. – С. 20–40.

2. Calcio / John H. Foote, 2006. – С.40–155.
3. Hollywood / Eva Claxton, 2003. – 15 с.
4. 20 Years Dolce & Gabbana / Sarah Mower, 2005. – 43 с.