

FRAGRANCE AND PERSONAL CARE

Dolce & Gabbana embraces flirty, floral lifestyle with fragrance

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Deva Cassel is the face of Dolce & Gabbana's newest fragrance. Image credit: Dolce & Gabbana

By KATIE TAMOLA

Italian fashion house Dolce & Gabbana is highlighting its flirty attitude with its latest fragrance in a new short film.

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Dolce Rose is Dolce & Gabbana's first Eau de Toilette of the collection. The brand describes the perfume as a symbol of love, beauty and femininity.

"Recently this style of film from the viewers' perspective has become popular with fragrance launches," said Aleni Mackarey, chief operating officer at [Base Beauty Creative Agency](#), New York. "It does a beautiful job of transporting quarantined consumers to a luxurious destination where they feel like they are experiencing the fragrance and its ingredients through vibrant videography."

Floral adventures

The short film opens with a closeup of Italian actress Deva Cassel as she dances through the flower-lined streets of Bellagio, Italy to the soundtrack of Chelsea Grams' "Keep Up."

Ms. Cassel wanders by a crowded sidewalk cafe and pulls a vibrant red rose from a flower cart. She buys and then writes a postcard before continuing her journey throughout the city.

Finally, Ms. Cassel reaches a lakeside dock where a male companion is waiting to take her out on the water.

Smiling, Ms. Cassel lounges on the boat and finally dives into the water. The film ends with a shot of the Dolce Rose fragrance bottle.

Dolce & Gabbana releases Dolce Rose

As Ms. Cassel is traversing through Bellagio on a beautiful day, crisp visuals surround her and are reminiscent of Dolce & Gabbana's dedication to the motif of living exuberantly. The setting pays tribute to the brand's Italian heritage.

"This mini film is an element of fresh air with a hint of aspiration," said Dalia Strum, founder of [RethinkConnect](#) and professor at the [Fashion Institute of Technology](#), New York. "I've been speaking to thousands of people on

Clubhouse and this whole world is beyond ready to see a light at the end of this pandemic.

The Dolce Rose campaign was shot by Branislav Simoncic and names Ms. Cassel as the face of the new fragrance. The label notes that Ms. Cassel is embodying the "vibrant mood and playful energy of the Dolce girl."

The bottle has a sleek and feminine design with the same silhouette as the original Dolce & Gabbana scent, except the Dolce Rose bottle has a rosy hue which is an ode to its name. It is complete with a red flower cap and a thin black ribbon that is tied in a bow.

The fragrance has top notes of green apple, mandarin and red currants. The brand describes the fragrance as carrying the smell of a bouquet of magnolias and roses.

A feminine and flirty scent, Dolce Rose aims to have consumers living as their perfume smells: elegantly and exuberantly.



Dolce Rose has top notes of green apple, mandarin and red currants. Image credit: Dolce & Gabbana

Dolce Rose will be sold alongside other Dolce & Gabbana women's fragrances including Dolce, Dolce Shine, Dolce Peony and Dolce Garden.

Where the scent takes you

Many luxury brands are continuing to release films that reflect the values of the brand and its fragrances.

Director Harmony Korine helmed the "Born In Roma" vignette for a Valentino fragrance. The film includes cultural touch points reflective of Valentino's Italian heritage while staying fresh with a contemporary soundtrack and other edgy touches ([see story](#)).

Last year, French beauty label Guerlain reinvented its iconic La Petite Robe Noire perfume in an inspiring and artistic new campaign. Within the fragrance, the brand invited women to see themselves within the brand profile ([see story](#)).

The Dolce Rose film continues the tradition of centering a young woman as a protagonist, with the upbeat campaign especially resonating with consumers during the ongoing pandemic.

"We're ready for sunshine, fresh flowers, smiles, laughter and even travel," Ms. Strum said. "The vibrant energy is what we're craving the most right now and by storytelling that feeling, their goal is to translate that emotion to their fragrance."