

The many souls of Dolce & Gabbana

Maria Cattini | 06/10/2025 | NEWS

A year under the sign of fashion

If there is one brand that has dominated Italy's fashion narrative in 2025, it is undoubtedly Dolce & Gabbana. Designers Domenico Dolce and Stefano Gabbana once again surprised the industry with their entrepreneurial vision, presenting projects that are as spectacular as they are ambitious.

The duo marked their 41st anniversary by staging *Alta Moda*, Italy's answer to haute couture, in Rome this March. The event was held at the Grand Palais (the same Parisian venue used by Chanel), and showcased over 200 creations that blended the opulence of baroque tradition with modern theatricality—a concept Dolce & Gabbana first introduced in 2012.

https://www.youtube.com/watch?v=y_mX_2IClps

From Milan to the world

Beyond couture, the house continues to expand into prêt-à-porter, accessories, and, increasingly, into lifestyle sectors. In Milan, the fall/winter 2025–26 show lit up the Teatro Metropoli, where models paraded in looks that combined military toughness with sensuality—oversized parkas layered over lace slip dresses, leather boots paired with delicate corsetry.

But the spotlight also shone on handbags, a central element of the brand's appeal. The *Sicily Bag*, now reinvented in new versions with updated materials, colors, and embellishments, confirms itself as a timeless icon.

A 360-degree brand

What makes Dolce & Gabbana unique is not only the richness of its collections but its ability to expand beyond clothing. The maison has become a 360-degree lifestyle powerhouse: from beauty to eyewear, from home décor to hospitality. The recent launch of luxury villas in Sicily and branded residences in Beverly Hills is part of this broader strategy to anchor the brand in every facet of luxury living.

Their focus on *Made in Italy* remains the cornerstone. Every show and every collection highlights traditional craftsmanship: embroideries, jewelry, and artisanal techniques that pay homage to Italian heritage while seducing an international audience.

A brand for future generations

Despite competition from new digital-native brands, Dolce & Gabbana remains a magnet for younger generations. Collaborations with celebrities such as Laura Sánchez and the constant dialogue with platforms like Amazon and Farfetch keep the maison relevant in a fast-moving market.

With revenues in 2024 surpassing €1.5 billion and continued double-digit growth projected for 2026, the brand shows no signs of slowing down. As analysts often underline, Dolce & Gabbana has managed to create a rare equilibrium: it honors tradition without becoming nostalgic, while investing boldly in the future.

The many souls

From *Alta Moda* extravaganzas to streetwear-infused ready-to-wear, from Sicily-inspired perfumes to luxury resorts, Dolce & Gabbana today is less a brand than a constellation of worlds. Each reflects a facet of the designers' imagination, united by one common thread: an unapologetic celebration of Italian identity and sensual glamour.

The real challenge? Preserving this multifaceted identity while continuing to innovate. And if 2025 is any indication, Dolce & Gabbana's many souls are not only alive but thriving.