APPAREL AND ACCESSORIES

Dolce & Gabbana brings Sicily to the Hamptons

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The Dolce & Gabbana Hamptons pop-up. Image courtesy of Dolce & Gabbana

By LUXURY DAILY NEWS SERVICE

Italian fashion house Dolce & Gabbana has opened a new traveling pop-up concept, bringing Italy to the affluent seaside community of the Hamptons.

The mobile pop-up is a special airstream fully customized with the characteristic decorations of the classic Sicilian cart, which has historically been part of Dolce & Gabbana's DNA. This modern transposition of the Sicilian cart, linked to the theme of travel and transport, will be traveling through the Hamptons to present ready-to-wear and accessories collections for men, women and children.

Sicily in the Hamptons
The scenes and friezes painted on the classic Sicilian cart have come to life in Dolce & Gabbana's latest project, which hopes to offer affluent consumers the opportunity to experience the brand's lifestyle and discover symbols of the history of Sicily.

The Sicilian Cart encloses history, color and popular tradition: a story told through images, which also serves as a tribute to the creativity that has inspired Dolce & Gabbana.

The pop-up will also be animated by collateral activities in the style of Italian hospitality.

It will be mobile and is available for appointments until July 26.

Towards the end of last year, Dolce & Gabbana unveiled a short film series that offered a glimpse of Italian artisans at work as part of a bid to raise funds to combat the pandemic.

The "Fatto A Mano" series shared everything from the making of homemade tagliatelle and tiles to painting Sicilian carrettos and constructing marionettes.

The goal of the campaign was to showcase the label's appreciation of Italian craftsmanship and also to direct money to Milan's Humanitas University's scientific work on COVID-19 (see story).