

DOLCE & GABBANA

THE STAGES

Domenico Dolce was born in Polizzi Generosa (Palermo) on August 13th, 1958.

Stefano Gabbana was born in Milan on November 14th, 1962.

- October 1985** Début of the Dolce&Gabbana brand with a fashion show during Milano Collezioni - New Talents.
- March 1986** First self-produced collection and fashion show called *Real Women*.
- March 1987** First women's knitwear collection.
- August 1987** Opening of the new showroom in Via Santa Cecilia, 7 Milan.
- October 1988** Ready-to-wear production agreement with Dolce Saverio, the clothing firm owned by Domenico Dolce's family based in Legnano (near Milan).
- April 1989** First women's fashion show in Tokyo.
- July 1989** First lingerie and beachwear collections.
- January 1990** First men's collection.
- April 1990** First men and women's fashion show in New York.
- October 1990** Trade agreement with Genny group of Ancona as fashion consultants for the line *Complice* (which ends in 1994).
- November 1990** Opening of the showroom in New York, 532 Broadway.
- June 1991** The "Woolmark Award" for the most innovative men's collection of the year.
- September 1991** Accessories: first licensed women's scarves collection.
- January 1992** Accessories: first licensed collection of men's ties.
- July 1992** First licensed men's beachwear collection.
- October 1992** Bride collection (ends in 1998).

First women perfume produced and distributed by Euroitalia: *Dolce&Gabbana Parfum*.
- January 1993** First licensed collection of men's underwear.

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- May 1993** Opening of the new showroom for the men's and women's Sales Department in Piazza Umanitaria, 2 Milan (as of May 2002 it has moved moved to Via Goldoni, 10). The showroom hosted the press office and the commercial department of the D&G Dolce&Gabbana line till 2006.
- Dolce&Gabbana Parfum* is awarded the International Prize of the Perfume Academy as the "Best Feminine Fragrance" for the year 1993.
- September 1993** Dolce&Gabbana exclusively designs 1,500 costumes for Madonna's 1993 World Tour *The Girlie Show*.
- January 1994** Launch of a new collection: D&G Dolce&Gabbana. The contemporary line is produced and distributed by Ittierre in Isernia. Presentation of the first men's collection.
- February 1994** Opening of the Dolce&Gabbana flagship store in Milan, Via della Spiga, 2.
- March 1994** Presentation of the first D&G Dolce&Gabbana women's collection.
- June 1994** Dolce&Gabbana Home Collection (since the beginning of 1999 the production is limited to unique pieces for the Dolce&Gabbana premises).
- November 1994** Launch of the first men's fragrance *Dolce&Gabbana Pour Homme*, produced and distributed by Euroitalia.
- January 1995** Opening of the D&G Dolce&Gabbana shop in Corso Venezia, 7, Milan: clothes, jeans and accessories for men and women.
- April 1995** *Dolce&Gabbana Pour Homme* is awarded the International Prize of the Perfume Academy for "Best Masculine Fragrance", "Best Packaging" and "Best Communication" for the year 1995.
- September 1995** Opening of the designers' atelier studio in Via San Damiano, 7 in Milan.
- December 1995** Licensing agreement with Marcolin for the production and distribution of the Dolce&Gabbana men's and women's eyewear and sunglasses' collections (until January 2006).
- March 1996** To celebrate the tenth anniversary of the brand, the book *10 Years Dolce&Gabbana* is published: a collection of the most significant advertising and editorial images. Italian edition: Leonardo Arte; English edition: Abbeville Press; German edition: Schirmer/Mosel Verlag.

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- April 1996** Distribution agreement with the Japanese group Misaki Shoji for both the Dolce&Gabbana and D&G Dolce&Gabbana collections in Japan and for the opening of dedicated shops (until 2002).
- May 1996** For the first time, the French “Oscar des Parfums” award is given to an Italian fragrance *Dolce&Gabbana Pour Homme*.
- June 1996** Launch of the single CD entitled *D&G Music*.
- September 1996** Domenico Dolce and Stefano Gabbana are the recipients of the “Designer of the Year” award voted by the readers of the British magazine FHM.
- November 1996** Fashion show in New York for D&G Dolce&Gabbana - S/S 1997 collection.
- April 1997** Inauguration of the new Dolce Saverio S.r.l. factory, located in Legnano in Via XX Settembre, 123 (now Dolce&Gabbana Industria S.p.A.) that produces the Dolce&Gabbana women and men’s prêt-à-porter lines. The project is designed by the architect Gian Maria Torno over a surface area of 120,000 sq. m. The factory uses the most advanced information technology production systems.
- June 1997** Launch of the CD single entitled *D&G More More More*.
- September 1997** Opening of the Dolce&Gabbana boutique in New York, 825 Madison Avenue.

Opening of the D&G Dolce&Gabbana boutique in New York, 434 West Broadway, Soho.
- October 1997** For the second year running, Dolce&Gabbana is acclaimed “Best Designer of the Year” by readers of the British magazine FHM.
- November 1997** Launch of the new fragrances for women and men *By Dolce&Gabbana*.
- December 1997** Dolce&Gabbana is awarded the “Footwear Designer Award” for the year 1997 by the American magazine Footwear News.

Publication of the book, *Dolce&Gabbana Wildness*, a collection of the most significant editorial images based on the animal print motif.
- March 1998** Opening of the new New York showroom, 660 Madison Ave.

Madonna wears an exclusive Dolce & Gabbana outfit on the cover of her album *Ray Of Light*.

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- May 1998** Launch of the D&G eyewear and sunglasses collection produced and distributed by Marcolin.
- November 1998** The famous French publishing house Assouline includes Dolce&Gabbana in the successful collectors' series *Mémoire de la Mode*, dedicated to the history of fashion. French edition: Assouline; Italian edition: Octavo; American edition: Universe Publishing (Rizzoli International Publications Inc.); English edition: Thames & Hudson; German edition: Schirmer/Mosel; Portuguese edition: Cosac & Naify.
In 2005 Assouline published a new edition of *Mémoire de la Mode*, entirely dedicated to Dolce&Gabbana.
- February 1999** Launch of two new D&G perfumes, *D&G Masculine* and *D&G Feminine*.
- May 1999** Domenico Dolce and Stefano Gabbana are the recipients of the "Style Award" assigned by Russian Harper's Bazaar.

Dolce&Gabbana acquires industrial holdings carrying out a strategy of vertical industrial organization and takes over 51% of Dolce Saverio S.r.l. (now called Dolce&Gabbana Industria S.r.l.) as well as 100% of DGS, the company responsible for the distribution to privately managed sales points.
- June 1999** Acquisition of 5% of Marcolin S.r.l., Dolce&Gabbana's licensee in the eyewear sector (sold in April 2005).
- September 1999** Dolce&Gabbana exclusively designs clothes and accessories for Whitney Houston's 1999 World Tour.
- February 2000** Opening of two men's shops in Milan, Via della Spiga, 26.

Launch of D&G Time: a watch collection for men and women produced and distributed by Binda.

Launch of the official website featuring images and information about the Dolce&Gabbana world: www.dolcegabbana.it.
- March 2000** As of the F/W 2000/2001 season, Dolce&Gabbana takes over the production and distribution of the lines previously licensed: knitwear, underwear, swim and beachwear as well as scarves and ties.

Launch of the new D&G Underwear for men and women (as of the F/W 2000/2001 season).
- June 2000** Opening of the new Dolce&Gabbana Industria S.r.l. factory near Florence, Loc. Santa Maria Maddalena 49, Incisa in Val d'Arno (near Florence), for the production of small leather goods and shoes.

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- November 2000** Dolce&Gabbana and Madonna are once again together for a successful event. To celebrate Madonna's latest album, *Music*, the designers have not only created her wardrobe, but also the set-up of her performances, transforming New York's legendary Roseland Ballroom and London's Brixton Academy into a cyberranch.
- January 2001** Launch of the children's collection D&G Junior (clothes and shoes for children, boys and girls), produced and distributed by Dolce&Gabbana Industria S.p.A.
- April 2001** Introduction of "Special Pieces," a mini series of exclusive one-of-a-kind ready-to-wear pieces created to fulfil the desires of the most demanding clients of the world. A purple *Special Piece* label is stitched on these creations, sold solely in Dolce&Gabbana boutiques worldwide.
- May 2001** Launch of the new women's fragrance *Dolce&Gabbana Light Blue*.
- Dolce&Gabbana sponsors a charity fashion show/event in Los Angeles at Steven Spielberg's home to benefit the Children's Action Network.
- October 2001** Domenico Dolce and Stefano Gabbana are the recipients of the "T de Telva Award" for "Best International Designers" assigned by the Spanish magazine Telva.
- March 2002** Opening of the newly refurbished Dolce&Gabbana boutique in New York, 825 Madison Avenue, that follows the new store concept in collaboration with the architect David Chipperfield.
- April 2002** Dolce&Gabbana exclusively designs clothes and accessories for Kylie Minogue's 2002 European tour *Fever*.
- May 2002** Presentation of the new Tokyo showroom and of the new company Dolce&Gabbana Japan K.K., established on August 2001. The Japanese division of Dolce&Gabbana S.r.l. distributes the Dolce&Gabbana and D&G Dolce&Gabbana collections to all the self-owned boutiques and shop in shops.
- Opening of the new showroom for the commercial and licensing departments and the press/ advertising offices located in Via Goldoni, 10, Milan. The building has seven floors on a total surface area of approximately 10,000 sq.m. and is characterised by the purity of forms and the linearity of volumes, transparency and the attention paid to the use of materials, that range from basaltina stone to teak wood to baroque furniture, Sicilian ceramics and Mediterranean plants. The building becomes fully operative in 2003.
- January 2003** Opening of a new boutique in Milan, located in the central Corso Venezia, 15 and entirely dedicated to men's collections. On the three floors of a historic Milanese palazzo, a new transversal shopping concept takes place and offers the complete range of products of the Dolce&Gabbana men's world, plus a traditional Sicilian barber's shop and a *Bar Martini*.

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As of today, the other boutiques dedicated exclusively to the Dolce&Gabbana men's universe are located in London, Paris, New York, Beverly Hills, Hong Kong and China.

- March 2003** Opening of the first Dolce&Gabbana Vintage boutique in via Della Spiga, 26/a Milan, where the historic pieces of the brand are sold under the special *Dolce&Gabbana Vintage* labels. A new shop entirely dedicated to women's accessories, such as bags, shoes, sunglasses and small leather goods, is opened at the adjacent boutique of Via della Spiga 26/b.
- September 2003** Launch of a new women's fragrance *Sicily Dolce&Gabbana*. Italian actress Monica Bellucci is the face of both the print advertising campaign and the commercial directed by Giuseppe Tornatore. The soundtrack is composed by Ennio Morricone.
- October 2003** Domenico Dolce and Stefano Gabbana are honoured with the "Best Designer of the Year" at the prestigious "GQ Men of the Year Awards", which takes place in New York, for outstanding achievement in men's fashion design.
- Launch of *Hollywood*, a book that celebrates Hollywood and all the stars that have worn Dolce&Gabbana's designs over the previous decade. Published by Assouline, *Hollywood* features over one hundred astonishing portraits of the most compelling movie stars of our time. The book is a charitable project which supports Children's Action Network.
- Domenico Dolce and Stefano Gabbana are honoured at the Fashion Group International's "20th Annual Night of Stars", which takes place in New York, for outstanding achievement in Italian design.
- January 2004** Launch of the book *Calcio*: Domenico Dolce and Stefano Gabbana's personal tribute to football players, seen as the new icons of contemporary masculine style. 44 players, 3 teams and 2 coaches, all dressed in Dolce&Gabbana, are shot in black and white by Mariano Vivanco. *Calcio* benefits four different charities, pointed out by some of the teams involved in the project.
- February 2004** The readers of British Elle vote Dolce&Gabbana as the "Best International Designers" at the 2004 "Elle Style Awards".
- March 2004** Domenico Dolce and Stefano Gabbana are the recipients of the German "Leadaward 2004", the most important advertising prize in German speaking countries, assigned for the F/W 2003/2004 advertising campaign.
- Opening of the first Dolce&Gabbana boutique in Spain: 700 sq.m. in Madrid, Calle Ortega y Gasset, on two floors, carrying men's, ladies' and accessories lines.
- May 2004** D&G Dolce&Gabbana joins Citroën® to create a limited edition of C3s and C3 Pluriels for an exclusive audience. The two cars are available in a special and limited edition for the Italian market only, in black onyx and silver, and are embellished with precious details that

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give them a unique appeal, for example, Swarovski D&G Dolce&Gabbana logos, D&G Dolce&Gabbana-branded hub-cap, chromium-plated bumpers and profiles, interiors in silver leather and a D&G Dolce&Gabbana Swarovski logo on the gear's knob.

June 2004

Opening of the new Dolce&Gabbana women's flagship store in Via della Spiga, 26, Milan. Two entrances and two spaces spectacularly linked by two escalators moving under shiny mega screens for a total of 1,000 sq. m. covered in basaltine, black glass surfaces, mirrors, chromed chains, baroque details, and Murano-glass chandeliers. Small Mediterranean gardens, a lounge and a VIP room with leopard-printed walls convey a sense of unique luxury, which is the real essence of the Dolce&Gabbana style.

September 2004

At the annual "Interactive Key Award" held in Milan, the Dolce&Gabbana website receives the 2004 first prize as "Best Website" in the eyewear category.

Store opening at Via della Spiga, 2, a space of 500 sq. m. dedicated entirely to accessories. Shoes, handbags, small leather goods, scarves, belts, sunglasses and jewellery, in an elegant and modern space, characterised by black glass and baroque chandeliers. The special pieces, particularly precious, are displayed in the exclusive Luxury Room.

Bi-annual agreement with the A.C. Milan football team for the creation of the team's formal uniforms. The three uniforms (a summer one, a winter one and a casual one) are presented in January 2005 in the prestigious catalogue *A.C. Milan by Dolce&Gabbana*, a selection of photos by Mariano Vivanco portraying A.C. Milan's soccer players and managers in Dolce&Gabbana.

October 2004

Launch of the book *Music Dolce&Gabbana*, the designers' personal tribute to music. Published by Assouline, the book features 150 portraits of some of the most influential music icons of our time, including Madonna, Jennifer Lopez, Beyoncé, Alicia Keys, Kylie Minogue, Lenny Kravitz and Mary J. Blige.

At the Università Bocconi in Milan, Dolce&Gabbana receives the award "Premio Risultati 2004" for the Company's financial performance and best financial statements during the four-year period of 1999-2002 as well as for its strategic positioning and development prospects.

Agreement between Dolce&Gabbana and Luxottica for the production and distribution of the Dolce&Gabbana and D&G eyewear and sunglasses collections. The agreement will become effective from January 2006.

January 2005

Dolce&Gabbana S.r.l. is the first Italian fashion company to obtain the license to operate in the People's Republic of China without a local partner. At the beginning of 2005 Dolce&Gabbana Hangzhou Ltd. is established, the first Chinese affiliate company of the Group, controlled 100% by Dolce&Gabbana S.r.l.

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April 2005

The first Dolce&Gabbana flagship store in the People's Republic of China is opened in Hangzhou, a beautiful city on the Xihu lake, close to Shanghai. In an extraordinary prominent position at the new luxury venue "Eurostreet," a space of 700 sq. m. features the Dolce&Gabbana women, men and accessories collections, occupying an entire three-story building. The third floor hosts an elegant VIP area, where the most unique and precious items of the collections are showcased.

Dolce&Gabbana's second boutique in Paris opens on Rue du Faubourg St. Honoré. The entire ground floor of two historical buildings has been refurbished to house the new Dolce&Gabbana shop that is devoted entirely to the men's collections.

September 2005

Opening of the new multi-functional space for Dolce&Gabbana's fashion shows and exhibitions in Milan, in Viale Piave, 24: the ex-cinema *Metropol*, a historical Milanese cinema built in the late Forties where Maria Callas recorded a memorable "Norma" in 1954, has been completely renovated in all its splendour, fully respecting the original structure. *Metropol* is inaugurated with the Dolce&Gabbana women's S/S 2006 fashion show on September 29th 2005.

To celebrate the twentieth anniversary of the brand, Domenico Dolce and Stefano Gabbana throw a fabulous party in Milan for over 2,000 selected invitees. The designers welcome longtime friends and special invitees to the memorable party, among them many international VIPs and celebrities. The night also includes a special performance by Donna Summer.

Launch of the book *20 Years Dolce&Gabbana*. The volume, published by Five Continents Edition in three languages (Italian, English and French), is chronologically ordered from the earliest collections to today, with the generous iconographic support of more than 1,000 photos including adv campaigns, editorials, fashion shows and backstage photos, sketches and models. The art directions of Fabien Baron and Joseph Logan. The book supports the charity "Save the Children."

Launch of the D&G Jewels line for men and women, produced and distributed by Binda.

Domenico Dolce and Stefano Gabbana are presented with "GQ Men of the Year Award" for "Best International Designers" by Russian GQ.

October 2005

Domenico Dolce and Stefano Gabbana visit Moscow for the first time. The visit is organized in collaboration with Russian Condé Nast and with long-time commercial partner Mercury. An exclusive party for 500 people, organized at the club Billionaire, saw the presence of the designers with the most important Editors-in-Chief and VIP clients of the Moscovite scene.

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- November 2005** Madonna wears a D&G total look on the cover of her album *Confessions on a Dancefloor*.
- December 2005** Dolce&Gabbana Group announces to have entered into a multi-year license agreement with P&G Prestige Products, a business unit of Procter&Gamble, for the production and distribution of Dolce&Gabbana and D&G Dolce&Gabbana women's and men's fragrances. Field activity will start on July 1st, 2006.
- March 2006** Dolce&Gabbana is presented in Hamburg with the "Leadaward 2006", for the "Best Advertising Campaign of the Year" (*Swinging London* women's campaign F/W 2005/2006).
- New advertising campaign for the Dolce&Gabbana Summer 2006 Underwear line, shot by Mariano Vivanco and featuring the football players Fabio Cannavaro, Gennaro Gattuso, Gianluca Zambrotta, Andrea Pirlo and Manuele Blasi.
- April 2006** At the 2006 Salone del Mobile in Milan, the space *Metropol* hosts the exclusive exhibition "Blo – Glo" by Ron Arad, presenting the latest works created by the London-based designer.
- Launch of the new book *Milan Dolce&Gabbana*, with 140 exclusive photos by Mariano Vivanco. The book is published by Electa and is distributed in all the Dolce&Gabbana boutiques as well as in selected bookstores around the world. The sale and distribution of two types of products is foreseen: a luxury edition, meant for shops and bookstores, and a newsstand edition, which is sold in Italian newsstands attached to Mondadori's magazines.
- May 2006** Starting from S/S 2007 Dolce&Gabbana takes over the production and distribution of D&G Dolce&Gabbana, which was licensed to Itierre S.p.a. from 1994 up until the F/W 2006/2007 season. The production of the D&G Dolce&Gabbana collections is now managed by Dolce&Gabbana Industria S.p.A., with two main production factories located in Legnano (for apparel) and in Incisa Valdarno (for accessories and leather goods).
- June 2006** *Motorola*® Inc. and Dolce&Gabbana unveil the new *MOTORAZR*® *V3i Dolce&Gabbana*. Following the huge success of the Limited Edition *Motorola*® *RAZR V3i by Dolce&Gabbana*, launched at Christmas 2005, the Italian designers have created, together with *Motorola*® a new, luxurious version of the device in gold and silver, with an engraved Dolce&Gabbana logo, special backgrounds, screensavers, MP3 ring tones and unique animations. The telephone is distributed and sold all over the world, in all Dolce&Gabbana shops and selected *Motorola*® sales points. Domenico Dolce and Stefano Gabbana become the faces of the provocative advertising campaign for the telephone, photographed by Jean-Baptiste Mondino.
- For the 2006 Football World Cup in Germany, Dolce&Gabbana creates the formal uniforms for the Italian Football team on an exclusive basis. For the occasion the book *2006 Italia Dolce&Gabbana*, with black and white and colour photos taken by Mariano Vivanco, is released and exclusively distributed in Dolce&Gabbana boutiques worldwide.

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July 2006

Opening of the new D&G Dolce&Gabbana headquarters in Via Broggi, 23, Milan. This four-floor building spreads on 5,000 sq.m. surface and strongly symbolises the image of the D&G Dolce&Gabbana brand. The result is a project of high modernity in which the clarity and linearity of forms gain even more strength and personality due to the precious materials employed such as Namibia white stone, transparent glass and raw sheet steel.

New edition of the book *2006 Italia Dolce&Gabbana* which presents not only the subtitle “Campioni del Mondo”, but also new photos showing the celebration of the Italian team after they won the World Cup.

September 2006

Opening of the first Dolce&Gabbana boutique in Shanghai in a historical building on the Bund. The boutique also includes a Bar Martini, the first “Designer Bar” of the city, designed and realised like the original Bar Martini in Milan.

Launch of *Dolce&Gabbana The One*, a new fragrance for women: an oriental flower fragrance created for a unique and special woman, a real diva. Muse of the fragrance is the top model Gisele Bündchen, whom is starring in the advertising campaign as well as in the TV spot photographed and shot by Jean-Baptiste Mondino.

Dolce&Gabbana The One won many international prizes, among which the prestigious “Fifi Award” for the “Fragrance of the Year 2007”, the award as “Best Female Fragrance” of l’Accademia del Profumo 2006 as well as the “Best Female Fragrance” of the Spanish Academia de Perfume in 2007.

October 2006

Publication of the book *Fashion Album*, a tribute to the famous photographers that have interpreted the Dolce&Gabbana style throughout the years and have contributed to create the imagery of an age: Patrick Demarchelier, Steven Klein, Peter Lindbergh, Craig McDean, Steven Meisel, Helmut Newton, Paolo Roversi, Mario Sorrenti, Juergen Teller, Mario Testino, Michael Thompson, Inez van Lamsweerde & Vinoodh Matadin and Ellen von Unwerth. Under the art direction of Luca Stoppini, the volume, published by Skira, has a large format and features over 400 pages that hold all the glitz and glamour of the leading fashion magazines. *Fashion Album* is a charitable project which supports Child Priority.

Opening of Dolce&Gabbana GOLD Restaurant in Milan. With a total surface area of 1,500 sq.m. on two levels, GOLD is made of 4 separated but interconnected areas: Café, Cocktail Bar, Bistrot and an exclusive Restaurant. The materials used (mirror, pink marble, high-gloss steel, oak parquet and brass) ensure a wonderful chromatic effect played around the hues of gold. The architectural project is by Ferruccio Laviani and Gianmaria Torno.

November 2006

Dolce&Gabbana creates three special outfits for Kylie Minogue for her *Showgirl Homecoming Tour*.

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December 2006 Dolce&Gabbana presents *Animalier*, a new line of leopard printed accessories. The collection, that comprises bags in different shapes and sizes, small leather goods, vanity cases, double face belts, hats, flats and headbands, is all made with the iconic leopard print fabric, a leitmotif in the history of the brand and one of its main symbols, and white or tobacco leather details.

Dolce&Gabbana and Penelope Cruz join forces to donate four stunning gowns, worn by Ms. Cruz on the red carpets of some of her most glamorous worldwide premieres and events, to benefit The Art of Elysium. The dresses (auctioned at www.charityfolks.com) made their debut at a private party at the Chateau Marmont in Los Angeles, on December 13th 2006.

Guests included, among the others: Amber Valletta, Christian Slater, Dustin Hoffman, Dylan McDermott and Shiva Rose, Eva Longoria, Gael Garcia Bernal, Ginnifer Goodwin, Giovanni Ribisi, Justin Chambers, Kirsten Dunst, Kirsty Hume and Donovan Leitch, Lindsay Lohan, Orlando Bloom, Ridley Scott, Rinko Kikuchi, Rose McGowan, Salma Hayek and Sharon Stone. The dresses were then showcased from the 14th of December 2006 till the 4th of January 2007 at the Dolce&Gabbana boutique in Rodeo Drive/Beverly Hills.

January 2007 New advertising campaign for the Dolce&Gabbana Summer 2007 Underwear line: shot by Mariano Vivanco and featuring the football players Fabio Grosso, Massimo Oddo, Antonio di Natale, David di Michele and Marco Amelia.

February 2007 On the February issue of the US magazine *W*, a special feature is dedicated to Domenico Dolce and Stefano Gabbana: an exclusive story realised in the Portofino house of the designers, in which they undress in front of Steven Klein's camera unveiling not only their bodies, but also their fantasies, fears, dreams and obsessions. The photos, inspired by Newton, Fellini, Pasolini and Visconti, are displayed in Milan during the Fashion week. The exhibition, called *Secret Ceremony*, is hosted by Galleria Cardi and also presents three video installations featuring unreleased images from the same shoot. A precious exhibition catalogue, art directed by Lee Swillingham at Suburbia: London, shows the photos presented in Milan.

Launch of the book *Dolce&Gabbana Milan Family*. The undisputed focus of this new editorial project is the family, which is described by Domenico Dolce and Stefano Gabbana in the foreword to the book as "the only truly fixed reference in a man's life."

April 2007 At the 2007 Salone del Mobile in Milan, the Dolce&Gabbana *Metropol* hosts once again an exclusive exhibition by Ron Arad, "Bodyguards", presenting the latest works created by the London-based designer.

May 2007 Launch of *Light Blue Pour Homme*, a new Dolce&Gabbana masculine fragrance for a man who embodies the Mediterranean state of mind: charming, sexy, seductive. The

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fragrance captures the fresh, spicy and sensual scents of the Mediterranean sea. Face and body of the advertising campaign, shot in Capri by Mario Testino, is the British model David Gandy.

July 2007 The Olympic National Chinese Football team chooses Dolce&Gabbana for its Summer 2007 European tour. For the players and technical staff were selected Martini line tailored suits and a series of more casual looks.

September 2007 Dolce&Gabbana presents the first custom-made crocodile collection of travel cases for men. Every piece is custom-made with a proprietor's plaque in the inside that will turn every piece in a unique object of desire.

November 2007 From November 16th through December 12th a special exhibition of photos by Enzo Sellerio is organized at *Metropol*. The Sicilian photographer attends the opening, on November 15th. More than 120 black and white images are displayed, showing both an emotional Sicily (with the famous images taken on the streets) and the intense faces of famous artists, like Christo or Arthur Miller.

December 2007 On December 4th in New York takes place the international launch of the new men's fragrance *Dolce&Gabbana The One for Men* (on shelves starting from March 2008): a spicy, oriental perfume with a touch of masculine sensual elegance the presentation is followed by a private dinner hosted by the designers at the Gramercy Park Hotel roof terrace with guest star Matthew McConaughey, face of the fragrance. The director and photographer of the advertising campaign, shot in Paris, is once again Jean-Baptiste Mondino.

Among the International Prizes won by *Dolce&Gabbana The One for Men*, the "Fifi Awards" for Men's Health Readers' Award, "The Perfume Shop People's Choice Award for Men" in 2009 and the Award as "Best Male Communication" of l'Accademia del Profumo 2009.

Reopening of the newly expanded Madison Avenue boutique in New York, an expansive retail space with both men and women's stores.

January 2008 Dolce&Gabbana launches its first ever calendar featuring David Gandy shot by Mariano Vivanco. The iconic British model reveals his most intimate side by wearing Dolce&Gabbana underwear.

Expansion of the Dolce&Gabbana men's boutique in Milan in Corso Venezia, 15. New spaces are dedicated to the Dolce&Gabbana Gym collection and to the underwear line. The Bar Martini's entrance now opens up onto Corso Venezia, 15 and features a removable transparent ceiling, while the Barber shop is now located on the second floor of the boutique and has an independent entrance on Corso Venezia, 13. The perfumery is located on the ground floor, where all the Dolce&Gabbana fragrances are available.

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- February 2008** Dolce&Gabbana announces the new “Gold Sponsorship” financial agreement with A.C. Milan, that foresees a greater visibility of the Dolce&Gabbana brand in the activities of the team. Dolce&Gabbana will also continue to dress the A.C. Milan team, creating their formal and casual uniforms. To mark the new partnership between Dolce&Gabbana and A. C. Milan a collector’s calendar is created and distributed for free across the world. The photos are by Mariano Vivanco.
- April 2008** *Dolce&Gabbana Light Blue pour Homme* is awarded the International Prize of the Perfume Academy for “Best Masculine Fragrance of the Year” and the Fifi Award for the “Fragrance of the Year 2007” in the European contest.
- At the 2008 Salone del Mobile in Milan, the Dolce&Gabbana *Metropol* hosts the exclusive exhibition by Ferruccio Laviani for Kartell, “Laviani Plastic Lamps”, that presents the whole lights collection and a preview of the prototypes of the forthcoming production.
- May 2008** From 8th May until 8th June a retrospective on Herbert List is organized at Dolce&Gabbana *Metropol*. The result of a collaboration with Magnum Photos, Contrasto and the List Estate, is the exhibition “Herbert List. An eye for beauty” focused on the Mediterranean sea and its people, re-read and re-interpreted by the photographer’s sensitivity that exalts the symbolic value of the objects and people shown.
- June 2008** Launch of the book *The Good Shepherd*, a story by Michael Roberts. Sicily, the homeland of Domenico Dolce and the inspiration for many Dolce&Gabbana collections, has been interpreted exceptionally by Michael Roberts, who took the photos and art directed the book. Some of the images were displayed at the Dolce&Gabbana men’s boutique in Milan during a cocktail event during the Milan Men’s Fashion week.
- Launch of the book *Milano Beach Soccer*. To reinforce its relationship with the world of sport, Dolce&Gabbana announces an exciting new partnership with Milano Beach Soccer, Italy’s champion team of the seasons 2006 and 2007. Dolce&Gabbana created all the uniforms for the team.
- September 2008** Launch of the new fragrance for women Dolce&Gabbana *L’Eau The One*, the eau de toilette version of *Dolce&Gabbana The One*.
- 5 rugby players enlisted in the Italian National Team are the protagonists of the new D&G Underwear adv campaign: Sergio Parisse, Denis Dallan, Ezio Galon, Andrea Masi and Gonzalo Canale. Shot by Randall Mesdon, the athletes have been chosen to represent the D&G contemporary men and his lifestyle.

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- November 2008** Launch of the book *Diamonds & Pearls*. Domenico Dolce and Stefano Gabbana selected clothes and accessories characterised by the presence of Swarovski stones, pearls, gold leaves and bright gems. Three real-dolls were produced to represent their ideal woman, the personification of timeless beauty. Published by Electa and art directed by Alex Wiederin, the images were done purposely for this book by Guenter Parth, who was able to create a dreamlike and rarefied atmosphere in the images. The book will benefit the charity Butterfly Onlus “école sans frontières” Foundation.
- December 2008** To celebrate the 100th Anniversary of Il Giro d’Italia, the most important Italian cycling competition, Dolce&Gabbana, first among the fashion brands, designs its iconic symbol, the Pink Jersey.
- February 2009** Launch of *Dolce&Gabbana Make Up*. The first colour cosmetics collection of Dolce&Gabbana conceived by Domenico Dolce and Stefano Gabbana together with make-up artist Pat McGrath, debuts in February 2009 in Italy and will be available in other markets all over the world throughout the year. Scarlett Johansson is the protagonist of the advertising campaign shot by Sølve Sundsbø.
- March 2009** To celebrate the launch of *Dolce&Gabbana Make Up* Dolce&Gabbana produces and sponsors *Extreme Beauty in Vogue*, a photographic exhibition that takes place at the Palazzo della Ragione in Milan. The exhibition is created and curated by American Vogue and showcases 89 archive images by the most famous and recognised fashion photographers that have been published in the pages of Vogue of the past 80 years, such as Richard Avedon, Annie Leibovitz, Helmut Newton and Irving Penn among others. French architect and town planner Jean Nouvel designed the set-up and art-directed the opening event.
Extreme Beauty in Vogue opens from the 4th of March till the 10th of May.
- May 2009** 5 members of the Italian Swimmers National Team are the new protagonists of the Dolce&Gabbana Summer 2009 Underwear campaign: Emiliano Brembilla, Paolo Bossini, Alessandro Terrin, Mirco di Tora and Nicola Cassio. They represented Italy in the World Swimming Championships (Rome, July 17th 2009).
- June 2009** D&G opens its first online boutique. Logging in “www.dandgstore.com” (or through the link on “www.dolcegabbana.it”), customers can buy apparel and accessories of the D&G collections for men and women, D&G Beachwear, D&G Underwear, D&G Eyewear, D&G Time and D&G Jewels. At its launch, the online store serves Europe, USA and Japan for a total of 31 countries.
- September 2009** The D&G boutique in Corso Venezia 7 re-opens in Milan unveiling the new concept of the brand. Particular materials and details, together with the most advanced technological solutions, create a refined and welcoming ambience, consistent with the spirit of the brand.

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D&G unveils the *D&G Fragrance Anthology*, a collection of 5 fragrances that captures the essence of 5 timeless archetypes: *1Le Bateleur*, *3L'Imperatrice*, *6L'Amoureux*, *10La Roue de la Fortune* and *8La Lune*. The lines between male and female get blurry in this project, a true anthem for self-expression.

Dolce&Gabbana designs a special edition *Jalou*[®] (*BeJoo*[®] for the French market only) for Sony Ericsson[®]. *Jalou*[®] by Dolce&Gabbana is an exclusive, limited edition rose coloured clamshell handset with real 24-carat-gold plated details. *Jalou*[®] by Dolce&Gabbana comes complete with exclusive content, packaging and accessories - three silky rose satin bags and a special Dolce&Gabbana branded headset with gold details.

Dolce&Gabbana presents *Gold Edition*, an exclusive line of sun and prescription glasses in a limited edition 18-carat-gold plated metal, where elegant glamorous style meets the luxury of the finest, most sophisticated materials.

October 2009 Launch of *Dolce&Gabbana Rose The One*, a new fragrance for women and a new chapter in the trilogy of *Dolce&Gabbana The One*: lavishly feminine, warm and freshly alluring, it was created to capture the most intimate moments in a woman's life. Muse of the fragrance is Scarlett Johansson, whom is starring in the advertising campaign as well as in the TV commercial, photographed and shot by Jean-Baptiste Mondino.

December 2009 Dolce&Gabbana presents the new S/S 2010 advertising campaign featuring Madonna by Steven Klein. Inspired by Neorealist Italian cinema, the images show an unseen side Madonna interpreting a modern-day version of the iconic Italian actress Anna Magnani in her domestic life. As if taken out of frames of a black-and-white movie, the images are in constant movement, intense, passionate and sensual, but at the same time intimate and honest: Dolce&Gabbana wants to recapture a woman's human side and femininity through the simplicity of her daily gestures.

January 2010 D&G announces the opening of the first flagship store in Moscow, at 1085 sq.m. is the largest D&G boutique in the world. Following the new concept developed by Domenico Dolce and Stefano Gabbana in cooperation with BAM Design, the new space showcases the entire world of D&G, from the RTW and accessories collections for men and women to the D&G Time and D&G Jewels ones.

March 2010 Dolce&Gabbana and Madonna present *MDG*: the first sunglass collection personally designed by the singer in collaboration with Domenico Dolce and Stefano Gabbana. The collection bears the *MDG* logo and marks Madonna's first foray into the world of eyewear. The advertising campaign, shot in New York by Steven Klein, features Madonna as the mysterious and sensual star of a noir film caught on camera in the company of an intriguing man played by super model Tyson Ballou. To lend a cinematographic feel, the campaign was shot with a video camera and the snapshots appear as frames of a short film while the layout of the prints recalls that of an old-fashioned movie film.

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Dolce&Gabbana launches a new underwear collection inspired by the 2010 Football World Cup championship and the related advertising campaign which stars five of the most representative Italian football players: Antonio Di Natale, Vincenzo Iaquinta, Claudio Marchisio, Federico Marchetti and Domenico Criscito. The players, photographed by Mariano Vivanco in a vintage style changing room, display healthy and athletic bodies sculpted through rigorous training sessions and discipline.

April 2010

Madonna wears a Dolce&Gabbana corset on the cover of her album *Hard Candy*.

June 2010

Dolce&Gabbana celebrates the first 20 years of its menswear collections with an event in Piazza della Scala and an exhibition in Palazzo Marino, Milan's 16th century City Hall, inspired by the three books published by Electa to celebrate 20 years of Dolce&Gabbana menswear: *20 Years of Dolce&Gabbana for Men*, *Icons 1990-2010 Dolce&Gabbana and Fashion Shows 1990-2010 Dolce&Gabbana*.

Piazza della Scala hosted an installation composed of 4 multimedia cubes, each over three metres tall, and 9 million luminous LEDs, inspired by the Rubik cube, which acted as monitors to project images relating to life in Milan and to Dolce&Gabbana's menswear universe in an endless loop. During the opening night, it was possible to see live images of inside Palazzo Marino, which hosts the exhibition, and of guests who will take part in the event through the monitors.

Many celebrities attended the event: Morgan Freeman, Annie Lennox with daughters Lola and Tali, Matthew McCounaughy and Camila Alves, Monica Bellucci, Juliette Binoche, Rachel Weisz, Chace Crawford, Eva Herzigova, Duffy, Eli Roth and Peaches Geldoff, Roberto Bolle, Eleonora Abbagnato, Eros Ramazzotti, Gianmarco Tognazzi, Filippo Nigro and some of the most important Italian champions, such as Antonio Rossi and Giorgio Rocca.

Dolce&Gabbana publish a new volume titled *Nazionale Italiana. South Africa 2010. Dolce&Gabbana*, which features a series of exclusive images starring the Italian National Team during the training sessions preceding the World Cup 2010.

The images are by Lorenzo Bringheli, Stefano Guindani, Claudio Villa and Giuseppe Bellini.

July 2010

Madonna is the protagonist of the Dolce&Gabbana F/W 2011 advertising campaign, shot by Steven Klein.

The elegant black and white shots are influenced by the Italian masterpieces of cinematography and Madonna's character is inspired by a great icon of hers: Anna Magnani. The images, referencing an imaginary movie, are shot in a non specific Italian city and describe the beauty and simple family life of an ordinary woman with her different roles as mother, daughter, granddaughter, cousin and sister.

Dolce&Gabbana and Chelsea Football Club announce signing a three-year partnership in which the style of Dolce&Gabbana once again meets the prestige of an internationally

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renowned football club. In addition to providing the formal club suits, the iconic fashion house creates the “Dolce&Gabbana Lounge” in the West Stand at Stamford Bridge as well as redesigning the club’s main office reception.

September 2010

Dolce&Gabbana and Martini® launch *Martini® Gold by Dolce&Gabbana*: the secret recipe conceived by the creativity of Domenico Dolce and Stefano Gabbana together with the experience of the artisans of Martini®. *Martini® Gold by Dolce&Gabbana* is a complex and precious aroma, made through the union of traditional techniques combined with modern technology that allow rare and valuable botanicals to be used in this new blend. The advertising campaign for *Martini® Gold by Dolce&Gabbana* was directed by Jonas Åkerlund and stars Monica Bellucci and an unusual cameo performance from Domenico Dolce and Stefano Gabbana. The commercial was entirely shot on the streets and squares of Rome in a tribute to Italy and the films of Italian cinema, whose atmospheres were reinterpreted in a modern way under the visionary eye of the Swedish director Åkerlund.

Dolce&Gabbana celebrates the 25th Anniversary of Naomi Campbell’s career with a collection of limited edition T-shirts. Showcasing 14 different images, the T-shirts show Naomi portrayed by some of the greatest fashion photographers of the world and were sold exclusively at the Dolce&Gabbana boutiques of New York, London, Milan, Paris, Moscow, Beijing, Shanghai and Hong Kong during special events.

The 25th Anniversary T-shirt supports the charity Fashion For Relief, founded by Naomi to raise funds from the fashion world in time and places of need.

Dolce&Gabbana Spiga2, the first multi-brand store from Dolce&Gabbana, is unveiled. Not only a store, but a meeting place where one can constantly get involved. The different cultures dissolve to create an innovative aesthetic language, where tradition looks to the future and fashion meets technology, and where one can live the hospitable and warm ambiances of yesteryear’s village shops. A space that wants to open up to young generations and to become a place of conversation, where it is possible to surf the net, share content and take part almost actively in the shop’s very own activities. The young designers’ collections, personally handpicked by Domenico Dolce and Stefano Gabbana, mix with the Dolce&Gabbana accessories collections. It becomes an exclusive window for fashion’s new names, a very real opportunity to give more visibility to fashion’s future protagonists and to their creations.

October 2010

Dolce&Gabbana announces that Leo Messi, FIFA World Player of the Year in 2009 and currently playing with Barcelona F.C., will be wearing Dolce&Gabbana outfits in all official occasions. Leo Messi, despite being only 23, is considered the world’s best footballer.

Dolce&Gabbana becomes the “Naming Sponsor” of the Italian boxing team which is present in the WSB international circuit, creating a new identity and image which find in the new “Dolce&Gabbana Milano Thunder” their explanation.

The whole Dolce&Gabbana Milano Thunder team will wear official Dolce&Gabbana uniforms: their competition uniform will be in white and black, with the logo reprising

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the colours of the Italian flag, and the name of the athlete embroidered on the shorts and the competition robe. The formal uniform will be composed of a black two-buttoned suit and white shirt.

Dolce&Gabbana presents *Uomini*. The new book is published by Rizzoli with images by Mariano Vivanco. The volume is composed of a series of portraits inspired by masculine archetypes, modern Adonis, reminiscing of Greek and Roman traditions: the hero, the sportsman and the soldier. The male body this time is looked at from a different point of view: as a model worthy of inspiration, an ideal beauty which transcends time, trends and cultures.

The last section is dedicated to the almost primitive charm of icon Tony Ward.

The book supports Project EUPLOOS.

November 2010 Dolce&Gabbana represents Italian fashion, creativity and tradition at the second edition of the exhibition “Histoire Idéale de la Mode Contemporaine. Vol. 2”, which takes place at the prestigious museum of Les Arts Décoratifs in Paris from the 25th of November 2010 till the 26 of June 2011. Dolce&Gabbana is present with two creations from the “Le Pin Up” (F/W 1991/1992) and “New Sexy Glam” (S/S 2007) collections.

January 2011 Dolce&Gabbana creates the stage wardrobe for Kylie Minogue’s *Les Folies Tour*. Domenico Dolce and Stefano Gabbana re-interpreted for Kylie’s tour some of the maison’s most iconic pieces in order to transform the concert into a unique, collective happening of music, dance and fashion. A golden corset, whose proportions and fabric have been studied to allow the best possible freedom of movement to execute the various choreographies, is the basic garment on which all the various looks, differentiating the diverse moments of the show, have been built upon.

February 2011 During the Dolce&Gabbana Womenswear Fashion Show F/W 2011/2012, a WI-FI network was available inside Metropol theatre, and for the first time ever, guests were able to log on to a customised web page where they could post their comments live during the show. The messages of the guests attending the fashion show, written and gathered in all languages, appeared in live streaming on the monitors positioned over the catwalk and were joined by those sent by the viewers of the show through the official Dolce&Gabbana pages on Facebook and Twitter.

March 2011 For the first time ever, Domenico Dolce and Stefano Gabbana held a seminar in front of an audience of students, bloggers and editors at CAFA, the Central Academy of Fine Arts of Beijing, during their first private visit to capital of China.

Angelica Cheung, Editor in Chief of Vogue China, acted as a moderator between the designers and the crowd.

Kicked off by a video showing Domenico Dolce and Stefano Gabbana at work at their atelier, the afternoon went on with a Q&A during which they told the audience the history of their career and answered the many questions raised. The peak of the seminar was a unique “live performance”: the Designers asked who of the students had his own sketches with them and realised the dress in front of the astonished crowd.

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- April 2011** Dolce&Gabbana opens their via Broggi quarters' doors and presents "Open House – Piuarch@Dolce&Gabbana" to the public of the "Fuorisalone". A building, an exhibition and a book design a three dimensional portrait of the architects firm Piuarch, developed by Luca Molinari and Simona Galateo, presenting the projects developed both for Dolce&Gabbana and for other Italian and International contractors. Since 2006 in Via Broggi, there has been one of the Milanese quarters of Dolce&Gabbana. A fully glassed, almost immaterial prism, which becomes a lantern diffusing light and showcasing the clothes of the fashion house.
- May 2011** Dolce&Gabbana publishes *Milan Fashion Soccer Players Portraits*: a series of sophisticated portraits in black and white shot at Milanello by photographer Marco Falchetta, whose lenses are not focusing on the athletes' bodies, as already done in the past for many successful books and advertising campaigns, but present a personal view of the players. This book offers a new occasion for reflection on the changes in society at the time of social networks: fashion, like soccer, becomes available to everybody, but at the same time, fashion is seen as a modern language to express one's own individuality.
- June 2011** Dolce&Gabbana launches *David Gandy by Dolce&Gabbana*. The book retraces the fundamental steps of the top models career, from his very first moments in the fashion world, to the advertising campaign of the fragrance "Light Blue", shot by Mario Testino, and articulates the model's connection with Dolce&Gabbana through the pictures Steven Klein dedicated to him for the brand's advertising campaigns. The volume has also been enriched with new images shot exclusively for this project by Mariano Vivanco, the photographer whose camera had already captured David Gandy's sensuality and erotic charge to perfection for an iconic calendar, back in 2008. This book supports Project EUPLOOS.
- September 2011** Dolce&Gabbana announces the renewal of its contract, valid until 2014, with the Italian National Football team for the creation of the team's formal uniform. This agreement strengthens the bond between these two symbols of Italian success worldwide and includes both the Italian national team and Italy's Under-21 youth team. The Italian National Football team will wear Dolce&Gabbana outfits starting with the qualification rounds for the UEFA Euro Cup 2012 up until the World Cup 2014.
- Dolce&Gabbana launches *Dolce&Gabbana Jewellery*, the first collection of fine jewels created by Domenico Dolce and Stefano Gabbana. The 80-piece range is sometimes ornate and extravagant, sometimes subtle and understated, but always rooted in the font of much of the designers' inspiration: Sicily. It combines the most exquisite materials – tri-colour gold, rubies, sapphires and pearls – with the most significant symbols of the world they created. Not just "Made in Italy" this is jewellery crafted with the soul of Dolce&Gabbana. Because jewellery becomes truly priceless only when it acquires meaning, and makes the emotions dance.

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November 2011 Domenico Dolce and Stefano Gabbana first visit to Seoul, South Korea, to celebrate the opening of their boutique.

Dolce&Gabbana Make Up unveils its newest face: Felicity Jones, the rising British acting talent. For her *Dolce&Gabbana Make Up* debut, Felicity lends her expressive face to the role of an “aristocratic savage girl” for *Khol Collection*.

Launch of *The Velvet Collection*, a new fragrance collection for men and for women. A homage to traditional luxury and to the tailoring world turned into the possibility of choosing a different fragrance everyday: *Velvet Wood*, *Velvet Patchouli*, *Velvet Vetiver*, *Velvet Desire*, *Velvet Love* and *Velvet Sublime*.

December 2011 Dolce&Gabbana unveils the S/S 2012 men and women advertising campaigns. The Dolce&Gabbana men’s world celebrates Italian cinema, a continuous source of inspiration for Domenico Dolce and Stefano Gabbana. Protagonists of the black and white images shot by Mariano Vivanco are today’s generation of Italian actors: Giuseppe Fiorello, Francesco Scianna, Filippo Nigro, Thomas Trabacchi, Primo Reggiani and Chiara Francini. At the same time, the Dolce&Gabbana woman for the S/S 2012 is inspired by Italian beauty and its female cinema icons: Anna Magnani, Monica Vitti and especially Sofia Loren. Star of the images shot by Giampaolo Sgura in Portofino is actress Monica Bellucci alongside top model Bianca Balti.

January 2012 Launch of the new fragrance for men *Dolce&Gabbana The One Sport*. Dolce&Gabbana celebrates with this new fragrance its link to the world of sport and to a healthy lifestyle. Face and body of the advertising campaign shot by Mariano Vivanco is model Adam Senn, seen as a modern gladiator.

February 2012 *Dolce&Gabbana Make Up* introduces its newest face: Italian actress, Monica Bellucci. Domenico Dolce and Stefano Gabbana dedicates to her a collection of six lipsticks, the *Monica Lipstick Collection*.

March 2012 Dolce&Gabbana launches the first collection of watches for men. The creative strength of Dolce&Gabbana meets the excellence of high end watch making to create objects of impeccable style and utmost quality. The men’s watch collection was designed, styled and conceived by the creative minds of Domenico Dolce and Stefano Gabbana. The engineering, construction and assembly, as well as the movements are made in Switzerland, in line with the traditions of the finest watch makers. DG7 is innately inspired by classic elegance and attention to detail, DS5 is a COSC certified chronograph and chronometer, while DG7 Gems sparkles from the rigorously cut diamonds, rubies, sapphires and emeralds mounted on the dials.

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April 2012

Domenico Dolce and Stefano Gabbana present a new line of clothes and accessories for children, which makes its debut with the Winter 2012 collection. Dolce&Gabbana's tailoring tradition and aesthetic heritage find sublime new expression in these creations, that embody the dream and the values of the brand, whilst representing the quintessence of its style. Characterised by a profoundly Italian DNA, the complete range comprises a line for young boys and girls ranging from 3 to 10 years old - also including accessories and underwear - and one for newborns ranging from 0 to 3 years old.

Baptism occupies an important place within the collection. Layette sets and outfits are inspired by the tradition of classic ceremonies and are embellished by precious lace, chiffon, silk brocade, cashmere and velvet.

May 2012

Dolce&Gabbana presents *Campioni*.

The book gathers 67 portraits of young soccer players, who have posed in front of the lens of Domenico Dolce. Many faces are already well-known, others are up-and-coming. All of them are destined to become the future of soccer. The new icons of tomorrow.

June 2012

Dolce&Gabbana presents the men's and women's advertising campaigns FW 2012/13, shot in the streets of Taormina.

The talents of the men's advertising campaign, photographed by Mariano Vivanco, are Italian actors Francesco Scianna, Brenno Placido, Carmine Recano, Flavio Parenti and Gian Marco Tognazzi. With them, a special cameo by Bianca Brandolini D'Adda.

The author of the women's campaign is Giampaolo Sgura, who portrays Monica Bellucci, Bianca Brandolini D'Adda and Bianca Balti in the famous Sicilian town, walking along the main street, among the typical souvenir shops and the inevitable Sicilian carts and horses

July 2012

Domenico Dolce and Stefano Gabbana present Dolce&Gabbana Alta Moda: a collection 73 one-of-a-kind looks made their debut inside the antique cloisters and *all'italiana* gardens of the former convent of San Domenico in Taormina. A tenor and a soprano performing some of the most famous and traditional tunes of the Italian "bel canto" accompanied the models in a dreamlike atmosphere.

The three live model tableaux vivants created in the sacristy, in the minor cloister and at the entrance of the courtyard of the former convent recalled Visconti's masterpiece, mixing sacred and profane in that never ending game of contrasts typical of the Dolce&Gabbana style.

Friends and icons of the designers, such as Scarlett Johansson, Monica Bellucci, Laetitia Casta, Naomi Campbell, Stephanie Seymour, Isabella Rossellini, Bianca Brandolini D'Adda, Livia Firth, Andrea and Charlotte Dellal, attended the show and the candlelit dinner, served in the garden overlooking the sea. Photographers Peter Lindbergh, Paolo Roversi, Tom Munro and Italian actor Francesco Scianna were in attendance as well.

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September 2012 During the 15th edition of the GQ Man of the Year 2012 organized in London by British GQ, Domenico Dolce and Stefano Gabbana were awarded with the prestigious “Designers of the Year” award by long-time friend and muse, Monica Bellucci. The award is given each year to those men who distinguish themselves in the music, movie, photography, fashion and sport industries.

Dolce&Gabbana open a new boutique in Corso Venezia, 7. Located inside an Italian Art Nouveau-style building in Milan, Domenico Dolce and Stefano Gabbana created a store with an unique concept that recreates the interior of a Milanese apartment, but with an unexpected Sicilian touch.

The men and women ready-to-wear and accessories collections are showcased on the ground floor, while on the first floor there’s the first boutique dedicated to the collections for kids.

At the ground floor is located the first Dolce&Gabbana fragrances and makeup shop that presents the entire Dolce&Gabbana Beauty world, where all the iconic fragrances for him and for her and the complete make-up range can be found.

Launch of the new fragrance *Dolce&Gabbana Pour Femme* and support of the male classic perfume *Dolce&Gabbana Pour Homme*.

Protagonists of the advertising campaign directed by Mario Testino in Sicily are the French actress and model Laetitia Casta and the American actor and model Noah Mills.

October 2012 Dolce&Gabbana supports the Cineteca Nazionale Italiana in the restoration of Federico Fellini’s masterpiece “Fellini Satyricon”.

Defined by Fellini himself as “science-fiction from the past”, the movie won four Silver Ribbons and an Oscar nomination for “Best Director.”

The worldwide première of the restored version of “Fellini Satyricon” took place during the New York Film Festival at Lincoln Center’s Walter Reade Theater.

November 2012 Dolce&Gabbana presents DS2012 in partnership with Grado Labs.

Grado’s headset, entirely hand-made at the Grado laboratories in Brooklyn, are considered by insiders among the best in the world as far as performance and quality. In fact, the “open-air” technology allows a clearer sound’s reproduction for both the high and low frequency bands.

December 2012 Dolce&Gabbana reveal its first advertising campaign photographed by Domenico Dolce with Art Direction by Stefano Gabbana.

The images were shot in Taormina, Sicily. The female protagonists of the shoot are Monica Bellucci, Bianca Balti and Bianca Brandolini D’Adda, while the male protagonists are a selection from the same Sicilian guys who walked the Dolce&Gabbana runway in Milan last June.

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January 2013

Leo Messi wins the FIFA Golden Ball in 2012, the first in history to win it four consecutive times. Dolce&Gabbana dresses Messi for the historic occasion.

Dolce&Gabbana strengthen its relationship with the world of sport by signing an exclusive partnership with the two time Chinese Olympic badminton champion, Lin Dan. Domenico Dolce and Stefano Gabbana create for him a complete wardrobe for both his personal life and his public appearances.

Dolce&Gabbana celebrates newborns with a jewellery collection consisting of 8 exclusive pieces, in which religious symbols coexist with good luck charms, creating an aesthetic dialogue that makes the contrast between these two worlds, the main source of inspiration.

Four necklaces and four bracelets in yellow gold are characterised by different hand-engraved pendants depicting a cherub, a Madonna, a little heart and an Italian horn amulet.

Domenico Dolce and Stefano Gabbana present the first fragrance dedicated to the world of children: an alcohol-free scented fragrance which envelope and cuddle every child with a familiar embrace.

The fragrance is inspired by the imagination of the most tender moments from one's memory: the softness of the skin of a baby, the tender embrace of the mother, the first smile...

The packaging is linear and totally white and was designed as a symbol of the purity and innocence of childhood. A flying cherub holding a crown of flowers and the Dolce&Gabbana logo characterise both the packaging and the bottle.

April 2013

Domenico Dolce and Stefano Gabbana visited Brazil for the first time to celebrate the opening of the first Dolce&Gabbana boutique in Sao Paulo, located at the JK Iguatemi Mall.

May 2013

Dolce&Gabbana opens its first boutique on the prestigious Fifth Avenue in New York. Spanning over three floors and on more than 1000 square metres, Domenico Dolce and Stefano Gabbana celebrate this important event with a cocktail reception that for a night turned a part of the famous New York City street into Sicilian corner.

June 2013

The new book *Dolce&Gabbana – Lionel Andrés Messi / Photos by Domenico Dolce* is presented during the Milan's Men's Fashion week with an exhibition inside the Dolce&Gabbana men's boutique located in Corso Venezia 15 and with a party at the Metropol theatre. Leo Messi, the 4-time winner of the Golden Ball – attends the fashion show and both events.

Edited by Rizzoli International, the book contains 90 portraits of the champion shot by Domenico Dolce. This is Domenico Dolce's second photographic book.

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Dolce&Gabbana opens the London Collections: Men with the presentation of the men's Tailoring Summer 2014 Collection inside the new space dedicated to the world of men at 53-55 New Bond Street.

This new store is part of the Group's development strategy that comprises the creation of special boutiques inspired by the places where they are located and in which the classic elements of the style of Dolce&Gabbana find new expression thanks to the souls of the various cities.

July 2013

Dolce&Gabbana presents its third Alta Moda collection in the magical atmosphere of Venice. The new creations were showcased in the historic frescoed saloons of Palazzo Barbaro, right on the Grand Canal of the city and that was opened for the first time for an event.

The fashion show was followed by a masked ball which took place in another famous venetian palace, Palazzo Pisani Moretti. 400 guests made a journey back in time to re-live the uniqueness of the mask balls of the past.

October 2013

Dolce&Gabbana presents #DGFAMILY. Using the potential of new digital platforms, #DGFAMILY was created to celebrate the family in a unconventional way, creating a global digital album which crosses Italian borders with photographic contributions from all over the world.

November 2013

Dolce&Gabbana opens its first ever children's boutique in London. The new children's boutique extends over 70 square meters across the ground floor of no. 8, Sloane Street. Interior highlights include hangers in champagne stainless steel alongside lacquered wood drawers. These furnishings are alternated with vintage furniture and toys that warm the environment. The store facade respects the Sloane Street aesthetic, featuring ivory painted glass with logos in black nickel.

Martin Scorsese and Dolce&Gabbana celebrate iconic scents *The One* and *The One for Men* with sixty seconds of unforgettable film.

Street of dreams is an epic story of the power of love and the power of dreams. This is a story of unbridled emotion. A story of Italy; of Hollywood; and of the world. Scorsese's campaign tells a tale of timeless glamour through its two protagonists, Matthew McConaughey and Scarlett Johansson. United for the first time in a Dolce&Gabbana Fragrance campaign, their intensity is unmistakable as they come together on the streets of New York. It is a celebration of passion, of beauty, and of being unique.

Following the restoration of Fellini's *Satyricon* in 2012, Dolce&Gabbana renews its commitment towards Italian cinema, restoring along with the Cineteca Nazionale, *Boccaccio '70*: a 1962 anthology film directed by Vittorio De Sica, Federico Fellini, Mario Monicelli and Luchino Visconti.

DOLCE & GABBANA

THE STAGES

December 2013 Dolce&Gabbana launches its first line of high end watches for women. The creative strength of Dolce&Gabbana meets the excellence of high end watch manufacturing to create objects of impeccable style and utmost quality, like a real object of desire. The women's watch collection was designed, styled and conceived by the creative minds of Domenico Dolce and Stefano Gabbana.

The engineering, construction, assembly and movements, all made in Switzerland, are in line with the traditions of the finest watch makers to guarantee high levels of performance and exceptional finishing.

The Dolce&Gabbana watches perfectly combine femininity, functionality and performance due to the unique elements and precious materials which they are made of.

February 2014 Dolce&Gabbana inaugurate the Martini Bistrot, a unique place to have lunch, an aperitivo or enjoy a dinner inspired by true Sicilian tradition. In each culinary creation, Mediterranean passion meets the taste for the international cuisine, which stimulates the chef's imagination.

The intimate and elegant atmosphere of the Martini Bristrot honors the Milanese restaurants of the early '50s. The rooms are decorated with burgundy damask panels in Baroque style.

The restaurant is open from Monday to Saturday from 7:30 AM to 1 AM, and on Sundays from 9 AM to 12 AM.

Dolce&Gabbana launch a new fragrance, Dolce. The designers create a gentle, feminine mix of white flowers that opens with a brightly coloured, sweet-smelling explosion of Neroli leaves and Papaya flowers, dissipating into a floral bouquet as the core of the fragrance emerges. A unique and opulent combination of white water Lily and bold White Daffodil blend perfectly with the full-bodied white Amaryllis. Kate King stars as Dolce's testimonial and the protagonist for the campaign shot by Domenico Dolce. The poetry of Dolce is translated into a film by Giuseppe Tornatore, with original soundtrack written by Ennio Morricone, which recreates a traditional rural scene at a stately Sicilian Home.

May 2014 Dolce&Gabbana and Magnum have come together to create a unique project to celebrate the 25th anniversary of the iconic ice cream, creating a new and totally unique look especially designed by Domenico Dolce and Stefano Gabbana. The Dolce&Gabbana Magnum ice cream takes you on a journey to discover the pleasures and traditions of Sicily: soft vanilla ice cream with dark chocolate bits and crushed pistachios covered by a layer of white chocolate.

The precious box containing the ice cream bar is decorated with intense white Sicilian Zagara orange blossoms, emerald green prickly pear plants and their ripe, juicy coral fruits that serve as the background for a picturesque Sicilian cart and its vibrantly colored decorations.

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June 2014

Dolce&Gabbana has renewed its commitment with the Italian National Football Team, designing the formal uniforms that will accompany the Azzurri to the 2014 World Cup in Brazil.

For the fifth time, the elegance of Dolce&Gabbana meets the excellence of the sports a blend of tradition and national pride.

Dolce&Gabbana have been creating the formal uniforms of the Italian National Football Team since 2006.

To celebrate this partnership, Dolce&Gabbana is publishing a book of photographs portraying the national team players in their World Cup uniforms: a navy blue, traditional three-piece Martini suit in light wool, with a new Italian-flag motif tie; and as for its casual attire: trench coats, nylon jackets, jersey T-shirts, cotton pants, and wool sweaters, they all are in navy blue.

Dolce&Gabbana has expanded its famous store located on Corso Venezia 15 and inaugurated its first atelier for bespoke clothes.

The atelier opens onto a typical Milanese courtyard that was once the home of several artisan shops. Today one can still feel such an atmosphere which is further emphasized by a genuine Sicilian garden.

Celebrating male vanity, the rooms are the ideal place where the modern man can satisfy all his desires in terms of style.

The talented expert tailors who work in these rooms can satisfy the needs of the discerning customer, gratifying his almost hedonistic pleasure of owning a custom-tailored bespoke suit and making his stylish dream come true.

July 2014

Dolce&Gabbana expands its presence in Beauty by introducing the Dolce&Gabbana Skincare. With two advanced product lines, Aurelux and Essential, the launch is an exciting new chapter for Dolce&Gabbana and celebrates a true breakthrough in skincare. The result of an enduring partnership with world-leading scientific experts at P&G Prestige, Dolce&Gabbana Skincare features a new exclusive active ingredient (the Gold Silk Sericin) and is proven to catch the attention of others. Dolce&Gabbana Skincare unlocks the secret to captivating skin. The advertising campaign shot by Solve Sundsbø's depicts three young women, like the 3 water nymphs, embracing on a rosecovered backdrop.

Milan, July 2014