Do you ever pay attention to the ads that you relentlessly encounter? Advertisements play a major part in the marketing business; they are the key to selling just about anything. These public notices are scattered all over: magazines, television commercials, billboards, and any other place that will attract the attention of the public. In simple terms, ads are everywhere given that repetition of products is an effective promotional method. Dolce and Gabbana, like any other corporation, expends millions of dollars a year in order to publicize their numerous lines of clothing, perfume, shoes, and their many more merchandises. This trademark company is known for making stars look like stars; D&G is believed to fundamentally make any woman look strikingly sexy or at least that is what their ads promote. Provocative, eye-provoking, and sexy are only some of the words that can be used to describe the advertisements representing the Dolce and Gabbana industry. This company employs sexual and female dominating images in their ads in order entice their consumers seeing as there is a common belief in marketing business that sex sells.

In this day in age, companies are constantly competing with one another in order to get the interest of the consumers; Dolce and Gabbana is no different. Most of the ads, this corporation promotes, illustrates skin, intimacy, sensuality, and femininity. It is no hidden secret that the owners, Domenico Dolce and Stefano Gabbana, are partners in life; therefore, these men tend to choose ads that demonstrate women in control while the men show a vulnerable side. In simple terms, females are the dominant figures in the image, unlike many other advertisements that depict a robust, prince-like hero.
One advertisement that the company issued last season is immensely fascinating as well as magnetic. In this image, there are four women who are all clothed in a passionate, practically devilish, shade of red; however, the man, in this picture, has nothing covering his body. He is entirely nude as well as has his knees on the floor, whereas a fully clad woman stands beside him with her hand clutching the back of his neck. In simple terms, the advertisement implies that the woman is the ones with the power since she has a strong hold on him. The expression on each of the four females’ façade is also an indication of supremacy; their lips are curved into a frown, while their eyes are stern with anger. Yet, the look on the man’s face is neither anger nor happiness; he is expressionless and has a stiff, almost robotic-like posture. He appears almost vulnerable and the woman holding on to him seems to be taming him as if she is his master and hence he must do her bidding. On the whole, this advertisement illustrates that men serve the women; they are the ones who do what is asked by their female companion, such as buying them clothes, jewelry, and other accessories.

Another ad that the Dolce and Gabbana Company has presented to the public is not only more forceful than most advertisements in the market, but it is also auxiliary aggressive. The men, in this representation, are only dressed in underwear and are knelt down on the ground of a claustrophobically small, sound-proofed room. The three women in the image, on the other hand, remain standing with a potent attitude in addition to being fully clothed in an intense, black shade; hence, they appear to be the depictions of darkness and terror. Also, the fabric of their clothing appears to be leather, which is a material typically associated with motorcycle gangs or, in simple terms, “tough guys.” One of the women even has her grip on a weapon and attempting to hit one of the men. Like many other Dolce and Gabbana ads, the men are the defenseless individuals; there is no dashing prince on a white horse as told in many fairytales. Instead, the
women have the strength and authority; as a result, the ad is emphasizing how females do have control over their male counterparts.

In addition, Dolce and Gabbana also uses time-honored advertisements to promote their lines of merchandise. These ads tend to give a sense of the Renaissance; a distinctive time of art, music, literature, and intellect. Interestingly, the images typically show women dressed as men. When first looking at the ad, these women certainly appear to be masculine; but, once consumers take a closer look at the ad, they can see that what they believed were men are truly women. For instance, the body structure as well as facial form is unquestionably that of a female; furthermore the men, in those particular ads, are unclothed and thus easier to differentiate. Nonetheless, the images also include a woman who is very feminine and almost helpless: a typical damsel in distress. One ad, for instance, shows two females both being held; they come across as vulnerable and in need of comfort. Ultimately, these ads reveal two things: a woman has as much power and strength as the opposite gender, yet she can also be sensitive and womanly as well.

Dolce and Gabbana incorporates a lot of provocative as well as female empowering ads in order to grab the attention of the consumers. Since their customers tend to be women, their ads are usually meticulously designed and aimed for the female gender. On the whole, the advertisements exhibit that women have as much might as any male and that the women are the ones who have control over their lives. In addition, the Dolce and Gabbana ads demonstrate that men can be weak and fragile at times. For that reason, D& G are rebuffing the notion of a hero; the notion that a man should be strong and never show any sign of weakness. In the end, the goal of advertisements is simple: it is to allure the interest of the consumers. Thus, Dolce and Gabbana will continue to expose these types of advertisements to the public because advertisements do sell.