

SMEG

Dolce & Gabbana take on Smeg's best-selling appliances



Mission

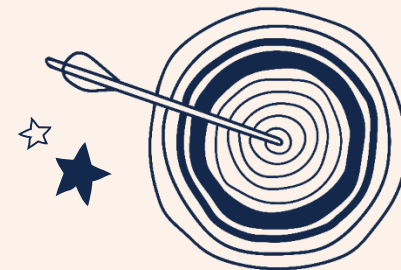
Since 2016, in a campaign designed to promote the brand's Italian heritage and secure the high-end editorial coverage it deserved, pioneering appliance manufacturer, Smeg partnered with fellow Italian icon Dolce & Gabbana on a series of product launches. The first saw Smeg create 100 uniquely hand-painted versions of its legendary FAB fridge; the second saw D&G's prints wrapped around its entire collection of small domestic appliances; and the third saw Dolce & Gabbana take on Smeg's best-selling Victoria range cooker. Little Red Rooster was tasked with launching all three collections each consecutive year, securing coverage across the board.

Method

For each collection, Little Red Rooster worked with Smeg to arrange press trips to the official unveiling in Milan at the city's Metropol - the location of choice for all D&G runway shows during the design festival - Salone del Mobile. Coverage was always pre-agreed in advance of the trip, while additional social media coverage from each attendee was a pre-requisite. Back in the UK, a carefully considered PR programme focused on the halo launch each year to our rolodex of media contacts.

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BOOM

Smeg's various collaborations with D&G remain the most successful PR campaign Little Red Rooster has ever undertaken, with over 500 pieces of coverage secured (and still counting.) Highlights include the Financial Times, Sunday Times Style, Vogue, Elle Decoration, Wallpaper* and GQ, to name just a few. It is now without question that Smeg is an iconic 'Italian' brand at the forefront of cooking technology and design. Technology with style indeed.

VOGUE



Short of a trip to the **Amalfi**, the quickest way to inject some la dolce vita into your home surely has to be via the latest **Smeg and Dolce & Gabbana** collaboration. The third collection of the splashy, more-is-more kitchen appliances (which in the past have included a **\$45,000 fridge**) was unveiled yesterday at **Salone del Mobile** in Milan. And suddenly, it's making colour seem like a winning directive for our kitchens.



FT FINANCIAL TIMES



It started with a fridge. Fashion officially entered the kitchen in 2016, when Dolce & Gabbana unveiled their decorative Smeg refrigerators. Hand-painted in their native Sicily and retailing at an astronomical £30,000, they brought high style into the heart of the home – fashion's final domestic frontier. A colourful collection of "Divina Cucina" kettles, toasters and juicers soon followed. Now, the Italian duo has added a traditional range cooker to the mix. The maximalist "Victoria" stoves come in a vivid citrus-hued geometric design or a blue and white majolica style, so that you can gaze at scenes from Greek mythology while you prepare your arancini.



LITTLE RED

