

Beat: Lifestyle

MILAN-FASHION WEEK-ODE TO MOTHERHOOD

DOLCE AND GABBANA

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USPA NEWS - Mothers know best at Dolce & Gabbana whose fall-winter 2015 Viva la Mamma collection on Sunday afternoon celebrated motherhood. An ideal follow-up of the family theme showcased last month for men's wear.

Both shows came with Twitter hashtags to heighten the social media appeal of the duo's storylines, this time #DG mamma.

"Fashion is cold if you don't tell a story, if you don't show your feelings," the designers said.

"You arrive, you watch a fashion show and you go, but life isn't like that".

On Sunday, the inspiration was not confined to the setting, which included six-month pregnant model Bianca Balti, three models carrying babies and a little girl walking down the catwalk to the beat of the Spice Girls' 1996 hit song Mama.

Motherhood had a major impact on the clothes.

Dresses and sweaters featured scrawled child-to-mother 'I love you' messages and prints of children's drawings of houses, trees, queens and butterflies.

The naivete of the patterns did nothing to tone down the clothes' strong femininity - a house staple. Accessories included huge shopping bags in mink and bejeweled headphones, a tongue-in-cheek hint at the mother who wants to escape it all - her children's noise, the food shopping - if only for just a brief spell.

Tight-fitting pencil skirt suits, A-line mini dresses, bustier gowns and sensual coats, red roses embroidered on black and pink dresses and furs enhanced the mother-femme fatale duality of womanhood in a sexy melting pot that has become a trademark of the Italian fashion house turning 20 next fall.

This romantic ode to family was also a business-savvy move for a company that was listed as one of the top 10 Italian fashion houses in a recent Mediobanca study of the country's leading 135 fashion brands.

Dolce & Gabbana Junior was launched in 2012 and data released last month by the Italian federation of fashion businesses Sistema Moda Italia (SMI) showed that children's wear in crisis-hit Italy grew some 1.5% last year, with revenues exceeding 2.6 billion euros.

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