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Dolce & Gabbana Expands Into Sparkling Wine With Sicilian-Inspired Bollicina Gold

Fashion house deepens partnership with Donnafugata, highlighting luxury branding and regional winemaking in latest release

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Dolce & Gabbana has announced its entry into the sparkling wine market, expanding its partnership with Sicilian winery Donnafugata. The Italian fashion house revealed the launch of Bollicina Gold, a brut rosé sparkling wine from the 2019 vintage. This move

comes five years after Dolce & Gabbana first entered the wine industry, and follows a series of collaborations with Donnafugata that began in 2020.

The new sparkling wine is made from Nerello Mascalese grapes, which are grown on volcanic soils in Sicily. Nerello Mascalese is also used in the Rosa rosé label, the first wine released by Dolce & Gabbana and Donnafugata together. Since then, the partnership has produced several other wines, including Tancredi Terre Siciliane IGP, Cuordilava Etna Rosso, and Isolano Etna Bianco.

Bollicina Gold stands out not only for its contents but also for its packaging. The bottle comes in a golden, hinged box shaped like a bottle, marking a departure from the visual style of previous releases. According to Journal du Luxe, a luxury brand publication, the sparkling wine features notes of citrus and redcurrant. The golden appearance of both the bottle and its box is intended to evoke celebration and exclusivity.

Dolce & Gabbana’s continued collaboration with Donnafugata highlights a growing trend among luxury fashion brands to diversify into food and beverage products. The company’s decision to focus on Sicilian wines reflects both founders’ roots in southern Italy and their ongoing interest in promoting Italian culture through various ventures.

The Bollicina Gold sparkling cuvée will be available through select retailers and at special events organized by Dolce & Gabbana and Donnafugata. The release aims to attract both wine enthusiasts and fans of the fashion brand who are interested in high-end lifestyle products. The companies have not yet disclosed production numbers or pricing details for the new sparkling wine.

Industry observers note that this latest move by Dolce & Gabbana could further strengthen Sicily’s reputation as a region capable of producing premium wines. The use of local grape varieties and volcanic soils is expected to appeal to consumers seeking unique flavors and authentic regional products.

The launch of Bollicina Gold marks another step in Dolce & Gabbana’s strategy to expand its brand beyond fashion into other luxury sectors. The company has previously introduced products such as home décor, fragrances, and even pasta, all designed to reflect Italian heritage and craftsmanship. With this new sparkling wine, Dolce &

Gabbana continues to blend its signature style with traditional Sicilian winemaking techniques.