

The people. The point of view.



From the Sui Generis catalog

THE BEGINNING

Domenico Dolce & Stefano Gabbana

The Dolce&Gabbana Group was founded in 1985 by Domenico Dolce and Stefano Gabbana. Its official corporate materials describe a business spanning high-end clothing, leather goods, footwear, jewelry and watches, with some categories such as eyewear handled through licensing. Historical D&G diffusion branding is distinct from the main Dolce&Gabbana label and can be legitimate vintage. Use 1985 founding, historical development of D&G diffusion product, and later mainline-only branding as broad anchors. Modern product pages and runway imagery are valuable because prints and decorative motifs can be highly season-specific. Current digital initiatives must not be projected backward onto vintage items.

FOUNDED

1985

ORIGIN

Milan, Italy

WHY THE DETAILS MATTER

Modern product/style references can be matched to official or retailer listings. Licensed categories may include authorized manufacturer information. Do not assume a code from one product category is a serial/date system for another. Before 'decoding' anything, identify what kind of identifier it is: RN/business ID, style/article number, size code, supplier/production reference, serial, date mark, season code, inventory barcode, RFID/NFC or digital passport. Different identifier types answer different questions and are not interchangeable. Read the Dolce & Gabbana care label literally before trying to date it.

Research and catalog observations are distinct. See the linked sources in this guide. Dates describe the cited records; a last recorded year does not establish a line closure.

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Names, lines & relationships

Dolce&Gabbana Mainline Primary house line Women, men	1985
D&G Historical diffusion line Women, men	1994 — 2011
Alta Moda Couture-level women’s program Women	2012
Alta Sartoria Couture-level men’s program Men	2015
Fatto a Mano / Made to Measure Bespoke service Women, men	1985

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Names, lines & relationships · continued

Dolce&Gabbana Casa 2021 Home and interiors Home
Dolce&Gabbana Beauty 1992 Beauty category Beauty
Dolce&Gabbana Eyewear 1990 Licensed eyewear category Women, men
Watches & Jewellery 2011 Jewelry and watch category Women, men
Dolce&Gabbana Kids 2001 Children's line Children

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Names, lines & relationships · continued

Food & Beverage collaborations	2016
Lifestyle collaboration category	
Food, beverage	

Dolce&Gabbana mainline → historical D&G diffusion → Alta Moda / Alta Sartoria / made-to-measure → Casa, Beauty, eyewear, watches & jewelry, Kids and partner lifestyle projects.

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A story in chapters

1985

Dolce & Gabbana

House origins · Domenico Dolce & Stefano Gabbana

1985

Dolce&Gabbana Mainline

Line / house introduction in the cited records

1985

Fatto a Mano / Made to Measure

Line / house introduction in the cited records

1990

Dolce&Gabbana Eyewear

Line / house introduction in the cited records

1992

Dolce&Gabbana Beauty

Line / house introduction in the cited records

1994

D&G

Line / house introduction in the cited records

2001

Dolce&Gabbana Kids

Line / house introduction in the cited records

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A story in chapters · continued

2011	D&G Last year recorded here; not necessarily a closure
2011	Watches & Jewellery Line / house introduction in the cited records
2012	Alta Moda Line / house introduction in the cited records
2015	Alta Sartoria Line / house introduction in the cited records
2016	Food & Beverage collaborations Line / house introduction in the cited records
2021	Dolce&Gabbana Casa Line / house introduction in the cited records

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04 / A WORKED EXAMPLE FROM OUR CATALOG

Read the label. Find the details.



THE COMPLETE ITEM

DOLCE & GABBANA Size 4 Purple Silk Satin A Line Short Puff Sleeve Cocktail Dress

Marked size = the item’s original label. As a US company, Sui Generis lists a US size comparison; use the relevant brand/category chart and actual measurements to check fit.

THE LABEL / MARKING DETAIL



01 / WHAT YOU CAN READ

DOLCE & GABBANA · MADE IN ITALY · 40

02 / HOW TO USE IT

The care-label view places house, country and size together. Transcribe each into its own field so a later comparison can use the exact printed information.

03 / WHAT TO CHECK NEXT

Photograph the entire label without folds, including its reverse. Any fiber or product-reference text beyond this view needs its own readable record.

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Research & image credits

Based on the existing Sui Generis guide research and credited references. Catalog photographs are Sui Generis images. Brand names identify the subject; this guide is independent and unaffiliated. Share complete sheets with their credits and a link to the guide.

- <https://world.dolcegabbana.com/digital-product-passport>
- <https://world.dolcegabbana.com/corporate/code-of-ethics>
- <https://world.dolcegabbana.com/>
- <https://world.dolcegabbana.com/fashion-shows>
- <https://www.vogue.com/fashion-shows/designer/dolce-gabbana>
- <https://suigenerisconsignment.com/products/dolce-gabbana-size-4-purple-silk-satin-a-line-short-puff-sleeve-cocktail-dress>

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SIZING / HOW TO READ OUR CATALOG

Marked size & your US size

The marked size is the size printed on the item's original label. Sui Generis is a US company, so our catalog uses a US size comparison to help our customers shop. A US listing size may therefore differ from the number on the designer's tag; it does not change the item's original marked size.

READ THE SIZING SYSTEM

FR or F means French; IT, I or ITA means Italian; JP means Japanese; UK or GB means British; US or USA means United States. D or DE means German. EU (or UE on some labels) denotes a European size where the relevant brand and category chart uses it. French and Italian clothing numbers are not interchangeable, and a manufacturing country does not identify a sizing system.

JAPANESE & BRAND NUMBERED SIZES

Some Japanese designers use their own numbered sizes, such as 1, 2 or 3. These are brand sizes, not automatically US sizes or a universal Japanese conversion. Use the chart for the specific brand, line and item.

MATCH THE CATEGORY. CHECK THE MEASUREMENTS.

When a tag prints several national sizes, retain the brand's own size table instead of substituting a generic conversion. Women's clothing, men's tailoring and footwear need different charts. Letter sizes, denim and accessories also need their own fit information. Compare the original marking, the relevant chart and actual measurements. Vintage fit, alterations and cut can change the fit; a US comparison is a guide, not a guarantee.

If the sizing system or original marking cannot be confirmed from the available photograph, we say so rather than assigning a country or inventing a conversion.

REFERENCE READING

Nordstrom: designer clothing conversion reference

Maison Margiela: category-specific size guide

Yohji Yamamoto: measuring garments

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