**PPIT SUMMARY FOR CASE STUDY  
20K-1052 BSE-7B**

**Case Study About: Dolce & Gabbana (D&G)**

The luxury fashion house Dolce & Gabbana faced intense criticism after an offensive advertising campaign and insensitive social media responses angered consumers, especially in China. A video ad featured an Asian model clumsily eating Italian food with chopsticks, playing into cultural stereotypes. The backlash intensified when co-founder Stefano Gabbana made hurtful remarks about China and Chinese people on Instagram, despite the company's claims that its account was hacked.

Dolce & Gabbana issued apologies, but these were seen as insincere by the Chinese public. The controversy triggered calls for boycotts, with Chinese e-commerce sites quickly removing D&G products, costing the company hundreds of millions in the lucrative Chinese market. The crisis highlighted the financial and reputational risks of culturally insensitive marketing techniques that reinforce prejudices.

Beyond China, D&G's offensive behavior damaged its brand image with consumers globally. The incident underscores the need for inclusive, thoughtful communication that embraces diversity, as fashion brands face growing pressure on these issues, especially across cultures. Dolce & Gabbana learned the hard way that insensitive marketing choices have serious consequences in today's interconnected world. This serves as a sobering lesson for the industry about the impacts of cultural misunderstandings.