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Donnafugata collaborates with Dolce & Gabbana

Sicily has often inspired the work of Dolce & Gabbana, so it seems natural for them to work with a Sicilian winery.



Tancredi's new packaging

Sicilian winery Donnafugata and Italian fashion powerhouse Dolce & Gabbana are collaborating on a makeover of Tancredi, Donnafugata's flagship wine.

The limited and numbered edition of the 2016 vintage will be released this month, in livery that reflects both the colours of the Mediterranean and Italy's Baroque heritage.

Tancredi itself is inspired by the revolutionary protagonist of the same name in Giuseppe Tommasi di Lampedusa's novel *The Leopard*. "The style of the label picks up on the contrast between tradition and modernity," said a statement from the company. "Gold and blue tones, as well as Baroque lines, are reminiscent of the prestige of the aristocracy, geometric patterns in red and green refer to revolutionary currents in Sicily as a result of the unification of Italy."

Tancredi is a blend of Nero d'Avola and Cabernet Sauvignon, with some Tannat, which was created in 1990. Only 8,013 bottles of the red wine cuvée from the 2016 harvest will be available.

Sicily and Sicilian culture have always been an inspiration for Dolce & Gabbana, who have taken the fashion world by storm since they first launched in 1985 and they have previously played with elements from *The Leopard*: their fifth collection referenced the Luchino Visconti film of the same name.

This is the second time that the two Italian companies have collaborated. The first was with the floral rosé wine Rosa.

Donnafugata is a family-run winery based in Sicily, founded in 1983 by Giacomo and Gabriella Rallo. The company with almost 100 employees is now run by the children José and Antonio Rallo and stands for pioneering work in quality winegrowing in Sicily. Donnafugata has 410 hectares of vineyards spread over four production sites: Contessa Entellina in western Sicily, Vittoria (Acate) and Etna (Randazzo) in eastern Sicily and on the volcanic island of Pantelleria. Expansion and bottling take place in the historic family wineries in Marsala, where the company is also based.

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