

Pride of Sicily: New 'Rosa' Rosé Coming from Dolce & Gabbana and Donnafugata

The world of fashion knows its way around shades of pink—fabric, that is. But one haute couture house decided it wouldn't stop with scarves and sandals, and is releasing a pink wine, too, an [in-vogue](#) look [these days](#). Last month, Italian designer Dolce & Gabbana announced that it's releasing a rosé called Rosa with Sicilian winery Donnafugata, with D&G themselves crafting the label. "For the label and the packaging, we wanted an immediately recognizable graphic, close to our creativity," cofounders **Domenico Dolce**, a Sicilian himself, and **Stefano Gabbana**, told us via an email response provided to Unfiltered. "We have designed its graphic in soft colors, close to those of our rosé."



Rosa wears the finest. (Courtesy of Dolce & Gabbana)

Donnafugata has been collaborating with the fashion house since 2017, and last year, Donnafugata and D&G decided to stitch together the new bottle of wine to share Sicily's culture, history and local flavor with the world. Rosa's label was inspired by the island's colorful donkey-drawn wooden carts. "We took inspiration from the iconic Sicilian cart, which represents Sicilian craftsmanship, culture and tradition all over the world," explained Dolce and Gabbana. "We are Italian. We love eating well and drinking good wine, like Rosa."

For Rosa, Donnafugata, which has vineyards all over [the island](#), blended indigenous grapes Nerello Mascalese and the less-often-seen Nocera, sourced from Mount Etna and from the hills of Contessa Entellina, near Palermo. The 2019 arrives in the U.S. in August, so we haven't tasted the bottle yet, but Dolce and Gabbana are certain it will deliver the Sicilian flavor they love. "It is like savoring the colors and scents of our region and reliving its atmosphere."—C.D.