

DOLCE & GABBANA

LIONEL MESSI AND DOLCE&GABBANA: AN ASSIST IN STYLE.

Barcelona FC goleador and Argentina superstar, Lionel Messi wears Dolce&Gabbana.

Arguably the best player on the football scene today, Lionel Messi is also set to silence the age old debate on who is the best footballer in the history of the sport, by trumping both Pelé and Diego Maradona.

The *Pulga Atomica* (the atomic flea, a nickname he's earned due to his small stature yet unmatched speed and dexterity) has attracted fans from every walk of life, including Dolce and Gabbana themselves.

“We are very happy to link our name to that of a great champion such as Leo Messi. Talent is innate, but it's the passion and the sheer will we see while he plays that have elevated him to the highest level of worldwide football.”

Domenico Dolce and Stefano Gabbana

Messi, in fact has been wearing Dolce&Gabbana in all official occasions since 2010, giving him not only an iconic status on the pitch, but also off the pitch.

“I would like to thank Dolce&Gabbana for having made this collaboration possible. I have always had a preference for their sartorial style and I always loved the sophisticated image they project.”

Lionel Messi

At only 24, Messi has already won some of the most prestigious accolades, from FIFA World Player of the Year, in 2009, The Golden Boot, and most recently UEFA European Player of the Year. As an instrumental player in the world-dominating Barcelona FC squad, he has also won five league titles, 3 Champions leagues as well as many other titles. With his home nation, Argentina, Messi has also won a Gold Medal at the 2008 Beijing Olympics.

Dolce&Gabbana has always had a privileged relationship with the sporting world. Since July 2010, the fashion powerhouse has set up a partnership with Chelsea FC; while the Italian brand has been a sponsor of A.C. Milan since 2004 and of the Italian National team since 2006. In addition, Dolce&Gabbana have chosen football stars for many advertisement campaigns as well as publications like *Calcio and 2006 Dolce&Gabbana – Italia Campioni del Mondo*, and most recently *Milan Fashion Soccer Player Portraits* which coincided with the team's 18th *Serie A* title. These publications and endorsements have contributed to elevate football players into much more than mere sporting arena idols: they have made them into the style icons of today.