

EVENTS/CAUSES

## Missoni works to explain cancer to children through storybook

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*Capsule collection for Gold for Kids*

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By STAFF REPORTS

Italian fashion label Missoni is helping children in the fight against pediatric cancers through the sale of a capsule collection available at Italy's La Rinascente department store.

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Sisters Margherita and Teresa Maccapani Missoni are participating in the Fondazione Veronesi's Gold for Kids project which aims to fund clinical studies for childhood cancers and educate children about the diseases and their treatments. Working for a cause, especially one that afflicts children, will humanize the Missoni brand and will likely leave an impression on the young patients and their families during a difficult time.

Stay golden

The Missoni sisters worked with artist Ivo Bisignano to create illustrations for the collection that will be sold at La Rinascente. The capsule includes children's t-shirts, sweatshirts, a tote bag and a storybook, "The Kingdom of Organia," featuring Mr. Bisignano's artwork and motifs recognizable as being influenced by Missoni.

For the Gold for Kids capsule's illustrations, Mr. Bisignano worked in details of scientific

elements to help young cancer patients understand the disease they have and how treatments will work to make them well.

La Rinascente describes the narrative as “a story in words and pictures that is an imaginative interpretation of the world of science, medicine and scientific research.” The Missoni sisters are the protagonists in Mr. Bisignano illustrations.



### *Missoni capsule collection for the Gold for Kids project*

Overall, the Gold for Kids project aims to help children understand, in terms they can easily understand, what is happening within their bodies to satisfy their natural curiosity.

Many of Missoni’s charitable initiatives have worked to better the lives of children. For example, Missoni participated in a charity auction organized by Italian retailer Luisa Via Roma to benefit underprivileged children in Brazil ([see story](#)).

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