

INTERNET

Missoni gets down with Grazia to reinterpret winter attire

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Images from Missoni Grazia collaboration

By SARAH JONES

Italian lifestyle brand Missoni is teaming up with fashion publication Grazia for a personality-driven content series centered on its down jackets.

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Featured on both M Missoni's digital channels and Grazia's Web site, the down jacket issue features videos with the "It-girl" social influencers who post for the magazine. With 47 percent of Grazia Italy's audience between the ages of 18-34, the largest segment, this will allow M Missoni to reach a millennial demographic.

"Grazia hits all the checkboxes in demographics that Missoni looks for: connected young women always on the cusp of trends whether they be digital or fashion," said Mark Cluett, marketing manager at **Polar**, Toronto.

Mr. Cluett is not affiliated with Missoni, but agreed to comment as an industry expert.

Missoni did not respond before press deadline.

Diverse duvets

The first episode features fashion consultant Michela Meni, who pairs her brightly colored, printed jacket with somber navy skirt and loafers. In a video, Ms. Meni is shown traversing an urban jungle, with shots of her bundling up and cocooning herself in the printed puffer punctuated by a drum-infused soundtrack.

For more styling ideas, Grazia includes a slideshow of images of the influencer.



Screenshot of slideshow on Grazia Web site

In the second edition, social media strategist and fashion designer Chiara Capitani models a pink zig zag version of the duvet coat with a feminine silhouette. Taking a different approach, she dons a mini dress and high heel boots.

A kaleidoscope of footage plays with the idea of graphic imagery, as Ms. Capitani climbs, perches and lays across a white staircase.

In the third and most recent episode, Gilda Ambrosio takes the puffer into evening with a long black dress layered with a lengthy black coat. Another look is a red dress with a pale pink down coat over top.

Compared to the other two women, who wore their coats completely closed, Ms. Ambrosio allows a shoulder or the punchy lining to peek out here and there in the video.

The Down Jacket - Grazia.it & Gilda Ambrosio

All three influencers, who have a combined Instagram following of more than 150,000, shared posts about the campaign on their own accounts.

"Bulky down jackets aren't usually associated with the cutting edge of fashion," Mr. Cluett said. "By displaying how well these pieces layer and wear, Missoni shows you can make a statement no matter what the temperature."

Media relations

Bringing in an editorial perspective can lead to new ideas for fashion houses.

For instance, Parisian fashion label Kenzo is releasing its spring/summer 2015 collection with a campaign that featured a futuristic, urban environment and a number of short videos to give consumers an opportunity to see the clothes in action.

Kenzo worked with Toilet Paper magazine directors Maurizio Cattelan, Pierpaolo Ferrari and Micol Talso to produce the campaign that was intended to convey both familiarity and surprise. Images and videos were released on Facebook and Instagram as well as on the brand's Web site and likely inspired excitement about the new collection ([see story](#)).

Also, Alexander McQueen reasserted the connection between dance and fashion with a video in collaboration with French ballet dancer Marie-Agnes Gillot for AnOther Magazine.

There are many connections between the worlds of ballet and high fashion as both art forms focus on the beauty of the human body and how to accentuate it. Collaborating with artists from other industries can help brands remain artistically relevant and reach a wider audience ([see story](#)).

"The [Missoni] ads are all over YouTube and easily shareable through social media," Mr. Cluett said. "By enlisting a publisher who can do the heavy lifting when it comes to brand awareness, Missoni makes sure they're top of my mind amongst Grazia's readers when they are about to make an online purchase."

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York