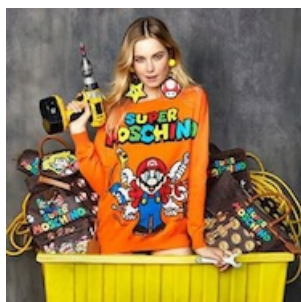


COMMERCE

## Moschino captures video game nostalgia in Super Mario Bros. capsule

December 4, 2015



*Super Moschino collection*

By STAFF REPORTS

Italian fashion label Moschino is working with Nintendo to celebrate Mario, one of the iconic video game maker's most beloved characters.

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Moschino, under the creative direction of Jeremy Scott, takes symbols of popular culture and repurposes these well-known and oftentimes beloved iconographies into high-fashion ready-to-wear collections. For the "Super Moschino" project, Moschino references a number of characters from the Super Mario Bros. video game series with a high a fashionable twist.

It's-a me! Mario!

The Super Moschino collection includes printed tees and knitted sweaters, all characterized by the video game's hero, Mario. Accessories are also found in the collection in the form of colorful handbags and accessories, including backpack and bucket bag styles, in addition to smaller leather goods such as wallets and belts.

Super Moschino accessories include images of Super Mario Bros. characters such as Luigi, Princess Peach, coins, stars and Toad the mushroom.

Sure to be a holiday favorite, the collection will be available from Dec. 5 on Moschino's Web site. The collection will be on sale at Moschino monobrand boutique locations in Milan, Rome, Paris, New York and Los Angeles as well as high-end multi-brand stores.



### *Super Moschino collection*

Moschino has found popular success in its recreation of pop culture strategy. Most recently, Moschino teamed with Mattel's Barbie to launch a high-fashion edition of the beloved doll ([see story](#)). A "My size Barbie" collection of apparel and accessories was also released for women, with pieces matching the doll's outfit.

When the Barbie went on sale Nov. 12, the Moschino limited-edition Barbie Doll sold out in under an hour and was then listed on eBay for \$400 to \$800, compared to its original \$150 asking price.

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