

RETAIL

Petition urges retailers to "just say no" to Moschino

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Moschino spring/summer 2017 runway capsule

By STAFF REPORTS

Department store chain Nordstrom has pulled Moschino's spring/summer 2017 runway capsule from its stores following backlash related to the collection's prescription drug theme.

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While others are still marketing the line, Nordstrom ceased selling the Moschino collection after a Change.org petition called out the brand for being insensitive to the prescription drug problem in the United States. The petition addresses Saks Fifth Avenue, buyers and Moschino and urges signers to boycott Saks until the line, featuring iPhone cases that look like pill bottles and pill-printed bags, is removed.

Drug free zone

Moschino's capsule collection launched simultaneously with its spring/summer 2017 runway show on Sept. 22. Select items from the see-now, buy-now line were included in looks modeled on the catwalk.

Included are a handbag shaped like a pill bottle and t-shirts that read "Just say Moschi no."

Retailers carrying the line include Selfridges, Net-A-Porter and Saks.

Randy Anderson, who identifies himself as an alcohol and drug counselor from the Minneapolis area, writes in the petition his thoughts on how the accessories may further feed the epidemic of drug use. As of Monday, Oct. 10, the petition had gathered more than 1,600 signatures, and according to the [Star Tribune](#), protests broke out in the Minnesota city and across the United States.



Window display at Moschino store in Milan

While Nordstrom was not mentioned by name in the petition, the store became a target of the cause. The retailer originally said it would not stop carrying the collection, but then decided to pull the controversial line from its ecommerce site and the limited stores that carried it, issuing a statement on Oct. 7.

Mr. Anderson is continuing to put pressure on Saks, and plans to deliver the petition to the retailer's president Marc Metrick and Aeffe group managing director and chief financial officer Marcello Tassinari.

While Nordstrom made the decision to stop selling Moschino's capsule, other brands who faced controversy continued with business as normal.

Outerwear label Moncler is apologizing after a cartoon penguin character used in its products and marketing offended consumers.

Malfi, which is featured as part of Moncler's collaboration with artistic duo FriendsWithYou, received criticism from consumers who felt its face too closely resembled that of blackface minstrel caricatures. Moncler apologized to consumers for any "distress," but has not made any mention of changing its marketing or pulling products from stores ([see story](#)).