

APPAREL AND ACCESSORIES

## Missoni, La Mer recreate Northern Lights for holiday gift box

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*Crème de la Mer holiday 2016*

By STAFF REPORTS

Italian fashion house Missoni found inspiration in the Northern Lights for a limited-edition holiday collection designed for Estée Lauder Cos.' Crème de la Mer.

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Designed by Margherita M. Missoni, the project with La Mer pays homage to the "wonderlands of the world." The holiday collection also speaks to fans of both brands through the inclusion of La Mer skincare and an accessory designed by Ms. Missoni.

### Wintery wraps

For the collaborative holiday collection, Ms. Missoni designed a cashmere wrap with a snowflake-inspired pattern. Exclusive to the collection, the wrap scarf includes a touch of silver to continue the wintery design.



*Crème de la Mer x Missoni holiday collection 2016*

Also included in the \$550 box is a 2 ounce jar of Crme de la Mer. The exterior of the box matches the colors seen in the wrap through a rendering of the Northern Lights.

On its Web site, La Mer included a behind-the-scenes video that shows Ms. Missoni's creative process with scenes from her workshop being juxtaposed with winter landscapes and footage of the Northern Lights. In the video, Ms. Missoni also demonstrates how the exclusive wrap can be used for a variety of looks.

#### *Margherita Missoni for La Mer*

A second section includes Ms. Missoni's must-haves from the skincare brand. The designer's holiday picks include Crme de la Mer and La Mer's Renewal Oil and its new Perfecting Treatment.

La Mer has collaborated with a number of designers of limited-edition keepsakes.

For example, La Mer teamed with lifestyle brand Kelly Wearstler on a limited-edition objet d'art that merges modernist and classic design.

The limited-edition vanity box drew inspiration from La Mer's latest serum, Genaissance de la Mer, and the crystal elements within its essence. Known for her talent as a "minimalist designer with maximum range," La Mer's collaboration likely appealed to its own enthusiasts as well as those who follow Ms. Wearstler's work ([see story](#)).

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