

HOME FURNISHINGS

Will high-end children's home decor be as popular as children's apparel?

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Margherita Missoni for Pottery Barns Kids

By STAFF REPORTS

Italian fashion house Missoni's heiress is bidding for the attention of stylish parents with a capsule collection for home furniture brand Pottery Barn.

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The 50-piece capsule was designed by Margherita Maccapani Missoni Amos, who has created a collection of home decor for nursery, bedroom and playroom pieces with the "playful spirit of childhood." The "Margherita Missoni for Pottery Barns Kids" line is Ms. Amos' first go at children's homewares, a category that could see as much interest as children's wear among affluent parents ([see story](#)).

Baby loves Missoni

For the collection, Ms. Amos designed bedding, furniture, accessories, wall decor, lighting and nursery essentials.

Ms. Amos instilled her family's tradition of colorful prints into her Pottery Barn collection through the use of bright colors, bold patterns and unique accents. Designed to be versatile, all of the pieces can be mixed and matched to create a personalized look.

Many of the pieces recall her Italian heritage as well as her personal life. Ms. Amos drew inspiration from sons' nurseries as well as keepsakes from her own childhood.



Nursery decor, Margherita Missoni for Pottery Barns Kids

"Collaborating with Pottery barn Kids was such a joy and a natural fit for me, as it brought together playful design and quality craftsmanship to create a beautiful collection for kids and baby," Ms. Amos said in a statement.

"The collection is comfortable, colorful and it evokes the same sense of freedom I feel when dressing myself and my children – mixing, matching and creating something that is unique to your own sense of style," she said.

Margherita Missoni for Pottery Barns Kids retails for \$19 to \$399 online and in-stores.

Introducing Margherita Missoni for Pottery Barn Kids

Missoni's use of color in its designs has allowed the brand to move from apparel to home decor, seamlessly.

For example, Missoni added its colorful aesthetic to the Miami skyline.

The Missoni Baia, a 57-story luxury condominium tower, is located at 777 N.E. 26th Terrace, directly on the shore of Biscayne Bay. Missoni has had a successful home interior line since 1981 and briefly outfitted a hotel in Edinburgh, Scotland until 2012, but the Missoni Baia tower is the brand's first residential project.

Missoni's residential tower has incorporated the brand's colorful palette through the placement of Missoni Home furniture collections in all public spaces and amenities ([see story](#)).

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