

APPAREL AND ACCESSORIES

Missoni captures leisurely summer vibes in Mediterranean campaign

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Image from Missoni's spring/summer 2017 campaign

By STAFF REPORTS

Italian fashion label Missoni is taking a personal approach to mark Angela Missoni's 20th year as creative director.

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The brand's spring/summer 2017 campaign was shot at the designer's summer home in Puntaldia, Sardegna, painting a picture of the playfulness of relaxed living in the Mediterranean. Family is central to Missoni's heritage, making the intimate setting of this campaign a way to invite consumers into a piece of the brand lifestyle.

Vacation homecoming

Missoni's campaign stars Irina Shayk and Tim Dibble.

Shot by Harley Weir, the images capture the models against a backdrop of ocean life figurines, shells, artisanal and modern art, paintings and tapestries. These pieces are grouped together to create a graphic effect.



Image from Missoni's spring/summer 2017 menswear campaign

A film, also by Ms. Weir, recalls home movies, with haphazard zooming and visible framing markings.

In the video, the models talk of the sounds and feels of being at the home, as they are seen playing with some of the set pieces.

Missoni Spring-Summer 2017 Campaign

Other family-owned brands have chosen to open up their homes for ad campaigns.

Italian fashion label Trussardi showcased its enhanced focus on its leather goods business with the release of a handbag designed to be a constant companion.

Multihyphenate personality Michelle Hunziger starred in the print campaign for the Lovy handbag, which was shot by Federico de Angelis at the Trussardi family's historic residence Villa Trussardi in Bergamo ([see story](#)).

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