

APPAREL AND ACCESSORIES

Missoni makes activewear debut through MyTheresa exclusive

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Missoni activewear capsule for MyTheresa

By STAFF REPORTS

Italian fashion label Missoni is bringing its iconic zigzags to a new category with an activewear capsule.

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Retailing from Feb. 9 on Neiman Marcus-owned ecommerce site MyTheresa, the collection features brightly patterned knit attire. More brands and retailers are getting into the activewear game, as consumers sport athleisure items outside of the gym, requiring looks that are more stylish than utilitarian.

On attire

Missoni's activewear line was inspired by Jennifer Missoni, the niece of creative director Angela Missoni. The ambassador and face of the marketing efforts surrounding the collection is a passionate yogi.



Missoni activewear capsule

In a short launch video, Ms. Missoni is seen practicing her poses while wearing a variety of pieces from the collection. The capsule features a sports bra, wrap top, bodysuit, leggings, track pants and top crafted in the same zigzag style, allowing pieces to be mixed and matched.

Missoni MyTheresa activewear capsule

Ms. Missoni also filmed a nine-minute yoga tutorial for MyTheresa, which was shot at her aunt's Suramigo home.

In social promotions for the capsule, Missoni plays into the yoga aesthetic, asking consumers if they are "asana-ready" and telling them to "be flexible."

Responding to consumer behavior, retailers have looked to connect with consumers over wellness, establishing in-store fitness departments that combine shopping with activity.

Last April, Chinese department store chain Lane Crawford helped consumers get closer to their fitness and wellness goals with the launch of an athleisure shopping destination.

The year-long "The Fit Room: Fit for Modern Living" kicked off with a series of in-store events and a social influencer series of tips for a fit lifestyle. Through this, Lane Crawford had the opportunity to become consumers' go-to guru for exercise gear and guidance ([see story](#)).