

APPAREL AND ACCESSORIES

Missoni knits message of female empowerment for online display of solidarity

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For Missoni, fall/winter 2017 models wore pink pussy hats

By STAFF REPORTS

Italian fashion house Missoni is prolonging the social statement made at its fall/winter 2017 runway show in a message of unity and inclusion across its brand channels.

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During its presentation at Milan Fashion Week Feb. 25, Missoni sent models down the runway wearing pink knit "pussy hats" to show solidarity with women's issues and human rights violations. The pussy hat has become a symbol of female empowerment and has been worn at rallies supporting women's rights around the world.

Female empowerknit

At the end of Missoni's presentation for women's fall/winter 2017, creative director Angela Missoni said:

"In five minutes all of us will be in another place so I want to say something before we part.

"I feel the need to recognize that in a time of uncertainty there is a bond between us that can keep us strong and safe: the bond that unites those that respect the human rights of all," she said.

"Please join me and my family on this catwalk. Let's show the world that the fashion community is united and fearless."

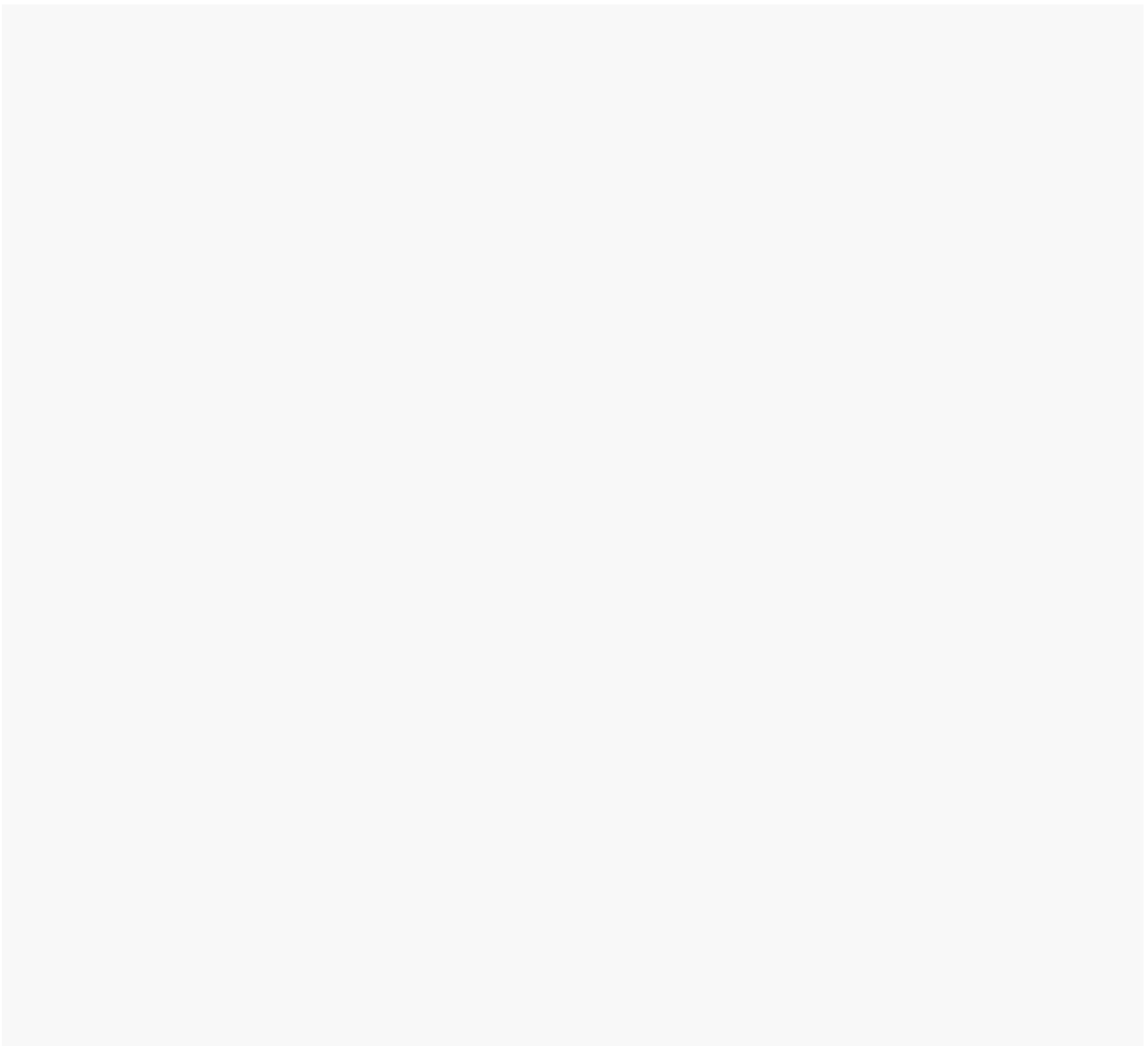


The Missoni family wearing knit pussy hats during Milan Fashion Week

In the days since Ms. Missoni's statement and runway show, Missoni has been sharing images of family members, friends and guests of the brand wearing the pink pussy hat. The knit cap represents "inclusion, unity and empowerment" by Missoni's definition.

The majority of the images are taken in front of the Monte Rosa backdrop created for and lit in pink for the runway presentation. The mountain in the Swiss Alps is a constant source of inspiration for Ms. Missoni.

Missoni has also shared a behind-the-scenes video of the fall/winter 2017 runway show. Clips show the pink pussy hats placed on guests' seats as a keepsake, models preparing to walk the runway and trying on their own pussy hats.



#pinkpussyhats and #Missoni's trademark colours: discover #MissoniFW17 on Missoni.com or through link in bio!
#pinkisthenewblack

A post shared by Missoni (@missoni) on Mar 2, 2017 at 11:57am PST

Missoni, known for its colorful knitwear, has yet to share if the brand plans to put the pussy hat into production for the general public.

On social media, many Missoni followers commented to inquire about purchasing a pussy hat from the brand, showing that there is definitely market interest for wide distribution.

With an increasingly divisive political climate, designers and the greater fashion community are using their public platforms to advocate their views.

During recent fashion weeks, there have been political messaging both subtle and direct, from runway looks that referenced the presidential campaign to statements targeting specific policies ([see story](#)).

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