

HOME FURNISHINGS

## Jeremy Scott reimagines iconic lip-shaped sofa for Moschino

March 24, 2017



*Moschino x Gufram limited-edition furniture collection*

By STAFF REPORTS

Italian fashion label Moschino is taking its edgy aesthetic into the home furnishings category with oversized recreations of its products.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

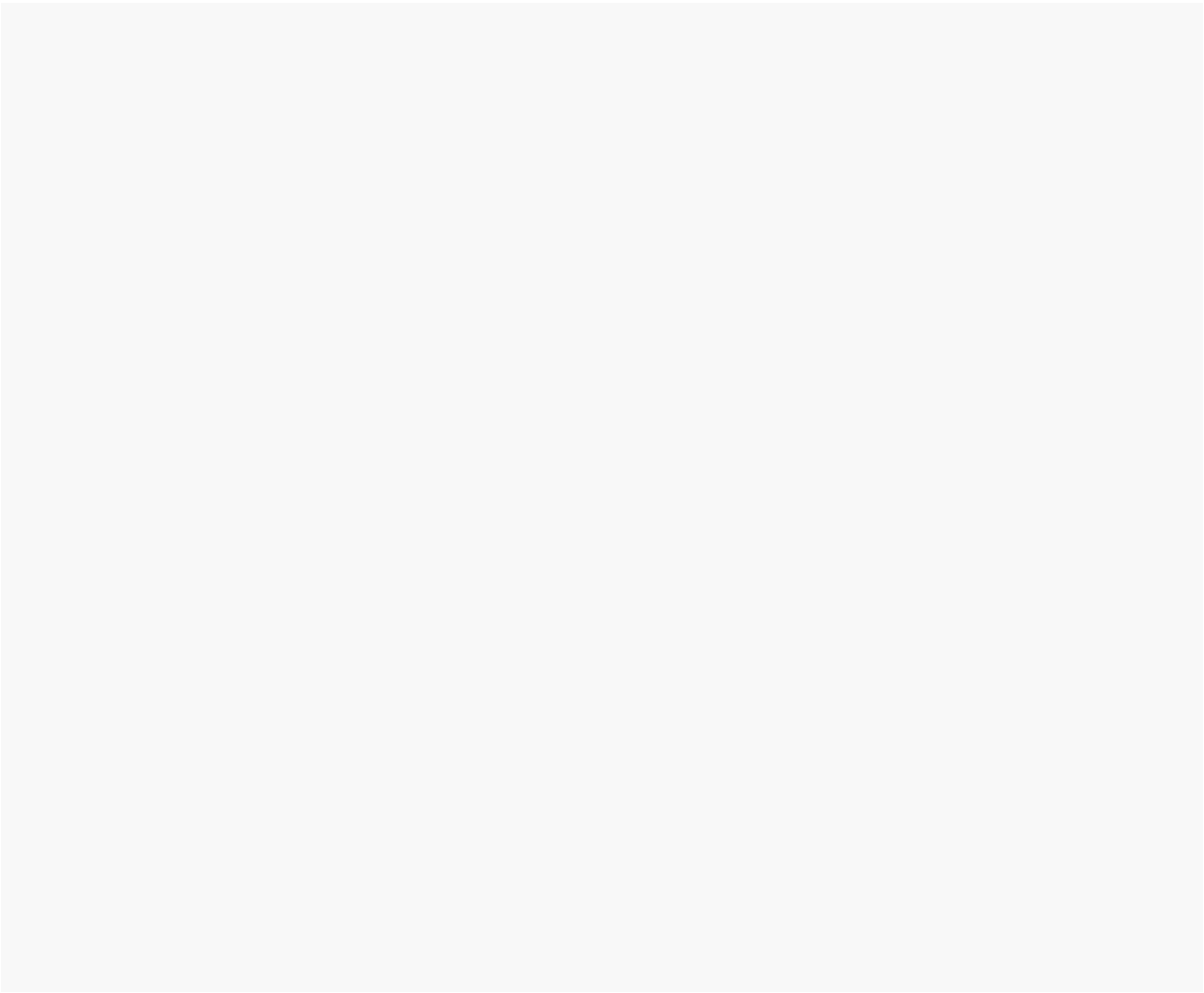
For its limited-edition furniture capsule, Moschino creative director Jeremy Scott teamed with Italian home furnishings house Gufram. The Moschino x Gufram collection will launch April 4 during the annual design show Salone del Mobile in Milan.

Take a seat

The furniture maker Gufram is best-known for its lip-shaped sofa, the Bocca. To add his aesthetic mark to the iconic Bocca design, Mr. Scott added a moto-style zipper across the bottom lip cushion with a branded Moschino zipper pull.

Moschino x Gufram also includes a Biker Bag bookcase, an enlarged version of a Moschino handbag that is available for purchase. One side of the bookcase shows the jacket from the chest up, including zippers and lapels accented with gold hardware, while the opposite side has shelving.

The third piece in the limited-edition collection is a pair of Moschino black high heel pumps chairs. The black heels have a leather band across the front where the Moschino logo appears in gold lettering.



???? Moschino + Gufram zipped lips couch @itsjeremyscott #moschino @gufram first look at Moschino flagship store, via Sant'Andrea 25 Milano #salonedelmobile april 4-9 #milano #jeremyscott

A post shared by Moschino (@moschino) on Mar 23, 2017 at 5:34pm PDT

Moschino's furniture collaboration will launch on the first day of Salone Del Mobile, which runs April 4-9.

Ralph Lauren, Fendi and Giorgio Armani have established full-time home furnishing divisions to align further with consumers' lifestyles.

Due to the uniqueness of Moschino's furniture, future limited-editions interiors may in the brand's future.

In a somewhat similar move, French home furnishings brand Roche Bobois fused the worlds of fashion and interior design in a collection developed in partnership with Maison Christian Lacroix.

For the series of 20 exclusive pieces, Christian Lacroix translated its signature over-the-top aesthetic into more accessible interior pieces, ranging from accessories to larger upholstered and wooden furniture. Representing Christian Lacroix's first foray into furniture, the capsule collection follows Roche Bobois' collaborations with other high-end fashion labels, including Missoni, Sonia Rykiel and Jean Paul Gaultier ([see story](#)).