

APPAREL AND ACCESSORIES

Missoni, Pigalle team for athleisure capsule of archival patchwork

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Missoni x Pigalle for Dazed magazine

By STAFF REPORTS

Italian knitwear label Missoni has launched its first collaborative menswear collection with streetwear brand Pigalle.

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Missoni x Pigalle is a joint effort between Missoni creative director Angela Missoni and Pigalle's founder Stephane Ashpool. The menswear capsule will sell exclusively at Colette in Paris, Dover Street Market in Ginza, Tokyo and Pigalle's stores.

Knitted together

The capsule collection melds Missoni's eclectic style with Mr. Ashpool's utopian vision and refined Parisian eye. Missoni and Mr. Ashpool's label share codes of color, nonconformity and curiosity along with artisanal values.

Missoni x Pigalle, a capsule of sports and knitwear, also nods to the athletic heritage put forth by Missoni brand founder, Ottavio Missoni.

To create the collection, Missoni turned to its fabric archives dating from 1985 to 2010. Using its archive as a guide, Missoni designed triangular patchwork fabrics that were then applied to Pigalle's apparel designs for a true mash-up of brand DNA.



Missoni x Pigalle fashion editorial in Dazed magazine

Missoni x Pigalle was designed in two color palettes, a beige-yellow and a blue-purple. Pieces include a varsity bomber jacket, a fur-stitch robe, a fleece trackpant and sweatshirt and a jersey tee. Accessories include a deerstalker cap and to keep with the sporting theme, a basketball.

"Missoni brings to the table amazing craft," Mr. Ashpool said in a statement. "Pigalle brings a free vision unrestricted by rules."

To promote the collection, Missoni x Pigalle is featured in a fashion editorial published in Dazed magazine. The editorial was photographed by David Uzochukwu.

Missoni recently made its women's activewear debut through a MyTheresa exclusive featuring its iconic zigzag print.

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 ([see story](#)).

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