

APPAREL AND ACCESSORIES

Candy Crush gets the Moschino treatment in 4-piece collection

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Moschino x Candy Crush smartphone case

By STAFF REPORTS

Italian fashion house Moschino is bringing the viral iconography of mobile game Candy Crush to life in a limited-edition capsule of summer festival must-haves.

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Moschino is known for its collections that draw inspiration from popular culture icons such as Barbie, Mario Brothers and Looney Tunes, and a cache of consumer products-inspired pieces. Due to its staying power, Candy Crush has made its way from an addictive mobile game to a "pop culture zeitgeist" of the smartphone generation.

Crushin' it

Created by interactive entertainment company King, Candy Crush franchise is celebrating its fifth anniversary. While many online sensations come and go, Candy Crush has maintained millions of faithful players and is one of the world's most popular mobile games.

To celebrate the anniversary and its position in popular culture, Moschino's has reinterpreted Candy Crush's visuals for a limited-edition capsule collection. Pieces include a \$650 backpack, a \$70 smartphone case and swimwear for men and women, retailing for \$205 and \$300, respectively.

The pieces feature the Candy Crush grid and its colorful candy-shaped pieces. Moschino's logo appears in the Candy Crush font.

"As someone who is inspired by pop culture, it was only a matter of time till I'd play with the iconography of Candy Crush," said Jeremy Scott, creative director at Moschino said in a statement. "The only thing I love more than play the game is wearing it!"



Moschino x Candy Crush backpack and men's bathing suit

Moschino x Candy Crush will be sold exclusively on the brand's Web site until all pieces sell out.

"We couldn't think of a better partner to transform Candy Crush into this fun and playful capsule collection that our players will have a chance to own and wear," said Sebastian Knutsson, chief creative officer at King in a statement.

"Moschino and Jeremy Scott are known for their larger-than-life creations and bringing popular culture to the runway, so it's the perfect partnership as we prepare to make the 5-year anniversary of Candy Crush Saga," he said.

"The game has earned a firm position in the cultural zeitgeist and the collection is a celebration of this."

To celebrate the collection launch, Moschino held a star-studded VIP Candy Crush Desert Party April 15 during the Coachella Valley Music & Arts Festival's first weekend April 14-16 in Indio, CA. Moschino's Mr. Scott holds an annual soiree during the music festival's first Saturday.

The nighttime event space was designed as a Candy Kingdom. Key visuals and moments of the game were brought to life through the placement of props while music from the festival stage was streamed into the venue by Tidal and Absolut vodka provided cocktails.

Moschino's collections of cultural exploration have not always been hits with consumers.

For example, department store chain Nordstrom pulled Moschino's spring/summer 2017 runway capsule from its stores following backlash related to the collection's prescription drug theme.

While others kept marketing the line, Nordstrom ceased selling the Moschino collection after a Change.org petition called out the brand for being insensitive to the prescription drug problem in the United States. The petition addressed Saks Fifth Avenue, buyers and Moschino while urging signers to boycott Saks until the line, featuring iPhone cases that look like pill bottles and pill-printed bags, were removed ([see story](#)).