

APPAREL AND ACCESSORIES

## Moschino takes cartoon inspiration for charitable capsule

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*Jeremy Scott previously paid homage to SpongeBob on the runway in 2014; Image credit: Moschino*

By STAFF REPORTS

Italian fashion label Moschino is aligning with television network Nickelodeon to support the fight against AIDS.

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As part of its resort 2018 collection debuting on the runway in Los Angeles on June 8, Moschino created 16 pieces based on the popular animated character SpongeBob SquarePants. When the fashion items retail starting this fall, all of Nickelodeon's proceeds from the collaboration will go to benefit (RED), an initiative that leverages branded merchandise to raise funds to combat the disease.

Cartoon for a cause

Moschino's capsule includes designs for adults and children, ranging from apparel and swim to handbags.

Available starting in November at Moschino stores and luxury retailers, the SpongeBob (RED) items will be unveiled first at the brand's runway show at Milk Studios.

Moschino frequently pays homage to pop culture in its collections, referencing everything from Barbie to Super Mario and Looney Toons. Mr. Scott's fall/winter 2014 collection, his debut as head designer for the house, also featured SpongeBob's face and color palette on a number of apparel and accessories items.

"I'm excited to once again be doing a collaboration with Nickelodeon and SpongeBob SquarePants," said Moschino creative director Jeremy Scott in a statement. "Not only is he one of my favorite characters, he is beloved all over the world. I am also honored to participate with (RED) as they have done such wonderful work fighting AIDS."



*Logo for SpongeBob (RED) capsule*

Nickelodeon's partnership with (RED) will extend through 2018, as the network donates its proceeds to the Global Fund to Fight AIDS, Tuberculosis and Malaria.

"This exciting creative collaboration between (RED), Nickelodeon, Moschino and Jeremy Scott transforms the iconic and much-loved SpongeBob character into a force to fight AIDS with (RED)," said Deborah Dugan, CEO of (RED). "The partnership will not only raise money to fight this preventable, treatable disease, but will also bring SpongeBob's enormous fan base young and old - into this critical fight."

(RED) frequently partners with luxury brands, as the collaborators leverage craftsmanship for the cause.

Swiss watchmaker Jaeger-LeCoultre lent its support to the (RED) Foundation by including two custom timepieces that were part of a larger capsule collection auctioned off at Sotheby's New York on Nov. 23, 2013.

Part of a larger capsule collection containing 44 items, Jaeger-LeCoultre's contributions were customized by Sir Jonathan Ives, senior vice president of design at Apple, and industrial designer Marc Newson. Curated collections for charity initiatives are likely to entice affluent bidders due to the limited availability of the items and the degree of authenticity imparted by the theme ([see story](#)).

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