

APPAREL AND ACCESSORIES

Marni, Vogue share expressions of beauty for limited-edition goods

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From right to left: Julie Mehretu and Maurizio Cattelan and Pierpaolo Ferrari for Marni x Vogue 125. Image credit: Marni

By STAFF REPORTS

Italian fashion label Marni is celebrating Vogue's 125th anniversary with a limited-edition capsule of totes and T-shirts.

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The Marni x Vogue collaboration invited international artists to explain what beauty is using the Italian label's goods as a canvas. In addition to celebrating the Fashion Bible's 125 years in print, the collaboration also lends it support of two nonprofits that fight against AIDS.

Personalizing beauty

Marni's capsule collection honoring Vogue's milestone anniversary invited 12 artist in total to personalize 11 pieces from the brand.

Artists either used the Marni crew neck T-shirt or the Shopper tote in PVC as a base for the project. Each artist set out to explain, using their artistic style, what beauty is.

Participants include Francesco Clemente, Annie Kevans, Shara Hughes, Beatriz Milhazes, Genieve Figgis, John Baldessari, Ragnar Kjartansson, Maurizio Cattelan and Pierpaolo Ferrari, Kerry James Marshall, Dana Schutz and Julie Mehretu.



Marni x Vogue 125 T-shirt by Annie Kevans. Image credit: Marni

The 11 Marni pieces each retail for \$390 and will be sold in a small selection on Marni shops and on its Web site. Marni stores with the collaboration available for purchase include New York, SoHo; Miami, Design District and Los Angeles, Melrose.

Marni's limited-edition project will support Born Free Africa and God's Love We Deliver. Both charitable organizations work to fight against AIDS.

Vogue's anniversary has been turned into a number of keepsakes for avid readers.

For example, Vogue turned to beauty subscription service Birchbox to create a limited-edition assortment box.

The edit of beauty products included in the box was inspired by Vogue's work with horticulturists to create and cultivate the Vogue Rose. The magazine's namesake rose, available this summer, is peach in color and has notes of citrus, licorice and vanilla ([see story](#)).

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