

APPAREL AND ACCESSORIES

## Missoni continues showing of solidarity in fall ads

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*Missoni autumn/winter 2017 campaign. Image credit: Missoni*

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By STAFF REPORTS

Italian fashion label Missoni is extending its message of female empowerment through its autumn/winter 2017 campaign.

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During the runway show for the collection, creative director Angela Missoni made a speech about women's rights, calling upon the fashion community to stand in solidarity against issues such as domestic violence. To bring this idea to life in its marketing, Missoni tapped It model Gigi Hadid and photographer Harley Weir to create a portrait of strength.

**Fashioning female empowerment**

Missoni styled its runway looks for autumn/winter with pink "pussy hats" it had fashioned in its signature knitting style. A popular symbol of female empowerment, the hats were produced and sold on Missoni's Web site, with a portion of proceeds going to The Circle Italia, an organization of women fighting poverty and injustice.

The show was also set against a backdrop depicting Monte Rosa, which is visible from Ms. Missoni's home. Keeping a sense of continuity, the campaign for the collection was creative directed by Ms. Missoni and shot at the house in Brunello, Italy.

Still images capture Ms. Hadid in front of a mountain scene or against a white background, posing in layered knitwear.



*Image from Missoni's autumn/winter 2017 campaign. Image credit: Missoni*

A campaign film plays on the notion of sensuality, as shots of the model slowly slipping on knee-high socks or exposing skin as she removes layers. Maintaining a lighthearted feel, the film shows Ms. Hadid and her male co-star clapping, tapping and dancing while Jaakko Eino Kalevi's upbeat track "I Wanna Win" plays.

#### *Missoni Fall-Winter 2017 Campaign*

Italian fashion label Missoni is taking a personal approach to mark Angela Missoni's 20th year as creative director.

The brand's spring/summer 2017 campaign was shot at the designer's summer home in Puntaldia, Sardegna, painting a picture of the playfulness of relaxed living in the Mediterranean. Family is central to Missoni's heritage, making the intimate setting of this campaign a way to invite consumers into a piece of the brand lifestyle ([see story](#)).

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