

APPAREL AND ACCESSORIES

Missoni celebrates anniversary with special Vogue collector's edition

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Angela Missoni celebrates her anniversary with a Vogue partnership

By BRIELLE JAEKEL

Italian fashion label Missoni is celebrating a two-decade milestone for its creative director with a partnership with Vogue Italia, including special issues and branded creative content.

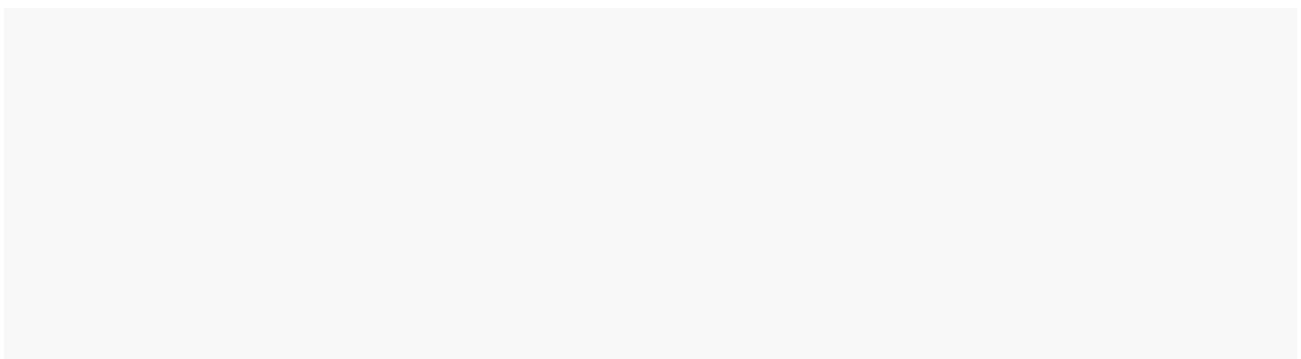
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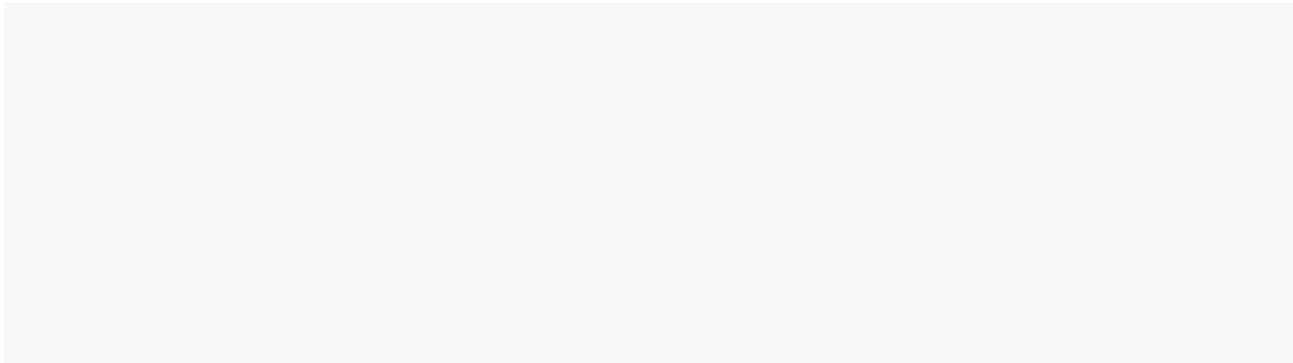
Missoni is looking to one of the most influential authorities on fashion to help celebrate Angela Missoni's 20-year anniversary as creative director. A one-of-a-kind collector's book from Vogue will give a unique insight to Ms. Missoni's life.

"I would imagine the pride Angela Missoni must feel; being born into the Italian knitwear empire and carrying on the tradition for two decades is a great accomplishment.," Carrie McIlveen, managing director at Metia.

Creative history

Fans of Missoni will now get a comprehensive look at Ms. Missoni's career, her impact on the brand and a look inside her life. Working with Vogue Italia, she opens herself to readers in a way that allows them to see her influence on the brand.





Texture, patterns and colors. More than knitwear. #Angelasworld @missbrunello #TwentyYearsofAngelaMissoni @missoni #missoni On our September issue #thenewvogueitalia

A post shared by Vogue Italia (@vogueitalia) on Sep 5, 2017 at 8:56am PDT

She talks of how she worked to make a drastic difference between the seasons, instead of them all blending together. The creative director did this by creating heavier pieces for winter and light pieces for summer, eliminating anything in between.

Ms. Missoni also shared the impact her career has had on her family, her struggle with balance and how her fiancé feels neglected.

Mariuccia Casadio of Vogue Italia detailed insights such as these in a written up conversation with the creative director, which is posted on Missoni's site and will be featured in the special collector's book. The piece takes a modern approach by breaking up each section with hashtags such as #Family, #Moments and #Angela.

Another conversation with former Style.com editor-at-large Tim Blanks is shared in question-and-answer form. It is within this section Ms. Missoni discusses how she was able to shift the brand from a cliché to a luxury brand.

The book will be filled with imagery from Ms. Missoni's 20-year career.

Ms. Missoni took over as creative director when her mother, who founded the brand with her husband, Angela's father, Ottavio, stepped down to design a home division of the brand.

Missoni marketing

Recently Missoni has undergone interesting campaigns looking to forge a stronger bond with fans.

For instance, the brand extended its message of female empowerment through its autumn/winter 2017 campaign.

During the runway show for the collection, Ms. 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 ([see more](#)).

Missoni Home also brought its colorful Italian style to the French Riviera as The Byblos Hotel in Saint-Tropez celebrated an anniversary itself.

Opened on May 27, 1967, The Byblos is a 5-star hotel known for its colorful exterior and elite guests. To celebrate its milestone anniversary, and all the revelers who have stayed within its rooms, The Byblos worked with Missoni Home's Rosita Missoni to outfit a colorful suite ([see more](#)).

"What better way to celebrate the family's renowned fashion house with a collector's book revealing the life they live," Ms. McIlveen said. "It is a beautiful tribute to the Missoni world and their fresh, playful and contemporary collections."