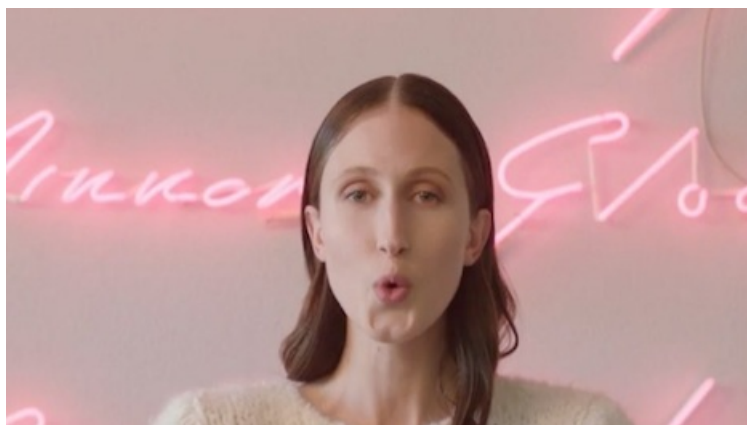


APPAREL AND ACCESSORIES

## Missoni celebrates 20 years of Angela Missoni with multipart video series

September 21, 2017



*Ms. Missoni's 20th anniversary campaign also includes a commemorative T-shirt. Image credit: Missoni*

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By DANNY PARISI

Italian fashion house Missoni is continuing its celebration of creative director Angela Missoni's 20th year in her role at the company with a new Instagram series featuring the designer and model Anna Cleveland.

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The video series is structured as a series of comical lessons for getting ahead in the fashion world as the two women playfully blow out candles and tease each other. Ms. Missoni took over the company in 1998 from her mother Rosita after the latter stepped down to focus on Missoni's interior design division, Missoni Home.

### Counting the years

While Missoni has always been a family business, it was not until the 1990s that the younger Ms. Missoni and her siblings took over the company from their parents.

Since then, Ms. Missoni has overseen the brand's creative vision and shepherded it through the last two decades.

Now, Missoni is celebrating the 20-year milestone with a series of promotions, the latest of which is a multipart video series hosted on the brand's Instagram.

In five comic episodes, Ms. Missoni and young model Ms. Cleveland cover some of Ms. Missoni's top tips for getting ahead in life.



*Ms. Missoni blowing out the candles. Image credit: Missoni*

The actual substance of these tips is secondary to the playful, fun nature of the videos and the endearing relationship between the two women.

For example, one video sees Ms. Missoni sewing a dress that Ms. Cleveland is wearing. As the captions read "no pain, no gain," Ms. Missoni pricks Ms. Cleveland's shoulder and the two share a friendly laugh.

Each video is similarly structured around a different truism as the two women demonstrate it through broad physical comedy.

To follow up on this campaign, Missoni will be releasing an exclusive T-shirt later this week online for #Angela20, as the initiative is known.

#### Getting ahead

In addition to this social media video series, Missoni has been hard at work creating a number of new products and campaigns aimed at celebrating Ms. Missoni's 20-year tenure at the company.

For example, Missoni also celebrated the two-decade milestone for its creative director with a partnership with Vogue Italia, including special issues and branded creative content.

Missoni looked to one of the most influential authorities on fashion to help celebrate Ms. 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 ([see story](#)).

The book is filled with imagery and history from throughout her 20-year tenure at the company as well as thoughts from her on various aspects of her life, her family, the company and the fashion industry at large.



*Ms. Cleveland with Ms. Missoni. Image credit: Missoni*

Most recently, Missoni has 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 story](#)).

After 20 years of leading the company, Ms. Missoni's most recent campaign takes a lighthearted and fun approach to celebrating her long career. In this way, it can be seen as a lighter counterpart to the more weighty and substantial book from Vogue Italia.