

APPAREL AND ACCESSORIES

Moschino plays to millennial sentiment with My Little Pony capsule

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Moschino teamed with Hasbro's My Little Pony for spring/summer 2018. Image credit: Moschino

By STAFF REPORTS

Italian fashion house Moschino is continuing its nostalgia-inspired collaborations to include an apparel and accessories capsule with Hasbro, Inc.'s My Little Pony.

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Moschino's creative director Jeremy Scott is known for his incorporation of pop culture into his fashion designs with collections and capsules derived from Barbie, McDonald's, Nintendo, Candy Crush and many others. Mr. Scott's latest collaborative capsule includes the colorful toy horses with long pastel manes.

My little Moschino

Moschino debuted its My Little Pony capsule collection on Sept. 21 during its runway presentation at Milan Fashion Week. The pieces in the capsule walked the runway as an add-on to Moschino's spring/summer 2018 collection.

The Moschino x My Little Pony capsule includes pieces in the colors of the toy ponies such as baby blue, pale pink and light green. Similar to the My Little Pony toys, the pieces also include rainbows and butterflies.

Moschino's capsule ranges in price from a \$175 My Little Pony keyring to \$1,995 for the brand's moto jacket leather shoulder bag in metallic pink with pony patches.



Moschino x My Little Pony shoulder bag. Image credit: Moschino

Additional items include smartphone cases, T-shirts, sweatshirts, jackets, dresses, underwear sets and a bikini, all with various My Little Pony prints. Moschino's collection also features a range of handbag styles including a backpack in the shape of a My Little Pony.

Moschino's prior collaboration in May saw the Italian label unite fashion and food in an animated effort with ice cream maker Magnum.

Tapping into a shared bold perspective, the partners are teaming up to market Magnum's double-dipped ice cream bars with a high-fashion approach. Launching during the Cannes International Film Festival, the "Unleash Your Wild Side" campaign spans a short film and activations during the festival, giving both partners a platform to reach an affluent, entertainment industry audience ([see story](#)).

#MoschinoLittlePony spring/summer 2018 capsule collection

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