

APPAREL AND ACCESSORIES

Missoni knits dolls for female empowerment

December 7, 2017



Each Missoni x Erica Laurell doll wears a pink pussy hat. Image credit: Missoni

By STAFF REPORTS

Italian knitwear brand Missoni has reproduced its women's winter 2017 collection for a mini showing in support of The Circle Italia.

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The Circle is a network of international women from various backgrounds who bring ideas, skills and enthusiasm to fight poverty and injustice by fundraising, communicating and raising awareness. Missoni supported The Circle during its women's fall/winter 2017 runway presentation through the "Pink Pussy Hat" project.

Mini Missoni

During its presentation at Milan Fashion Week Feb. 25, Missoni sent models down the runway wearing pink knit "pussy hats" to show solidarity with women's issues and human rights violations.

The pussy hat has become a symbol of female empowerment and has been worn at rallies supporting women's rights around the world ([see story](#)).

Now, Missoni has teamed with The Circle once again to continue its support of female empowerment.

Missoni's winter 2017 collection has been reproduced as knit dolls by Swedish artist Erica Laurell.

Hand-picked by Missoni creative director Angela Missoni, Ms. Laurell has dressed 51 of her dolls in the Italian brand's color fashions. Each doll also wears a pink pussy hat.



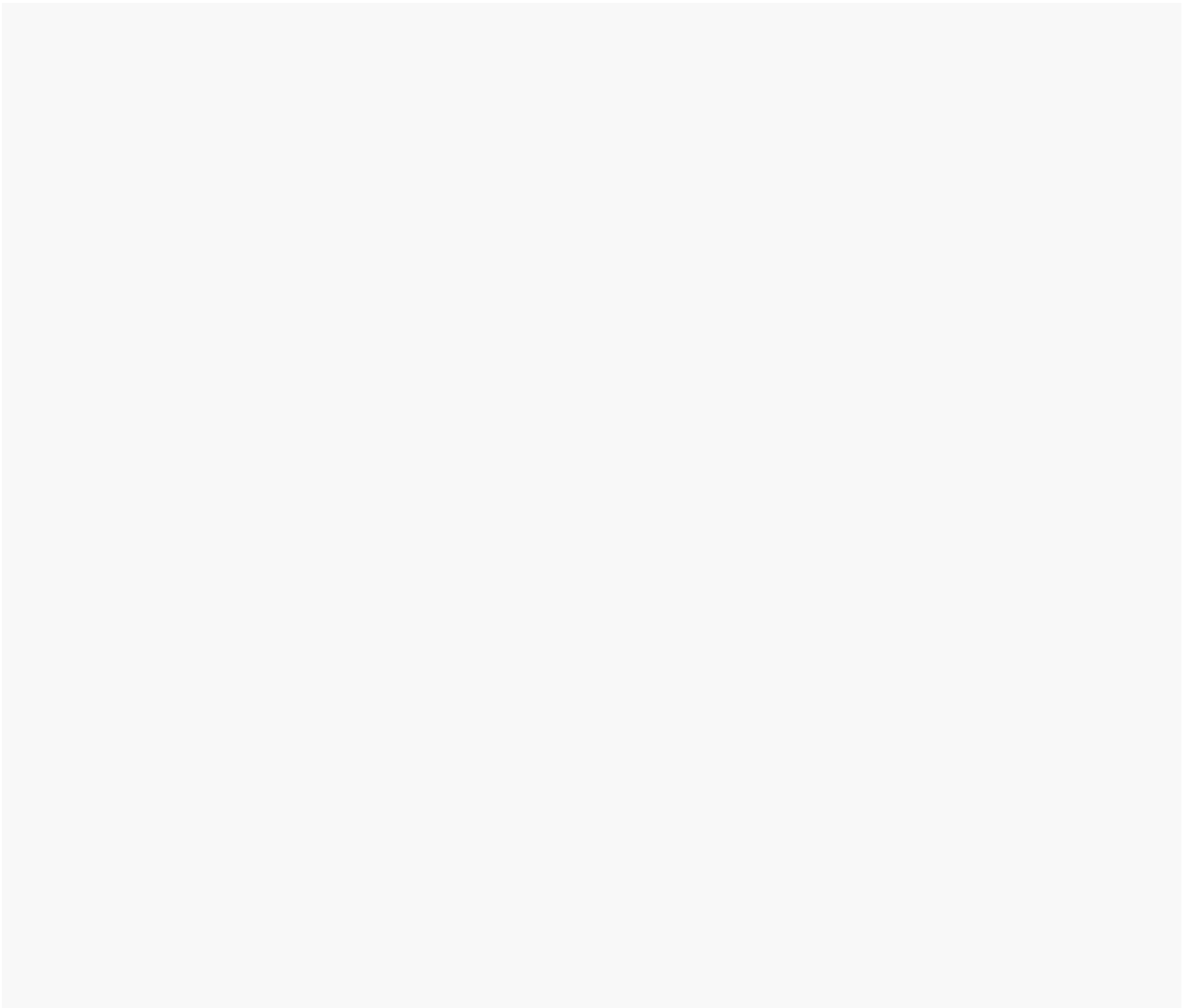
Each doll is dressed from a look in Missoni's winter 2017 collection. Image credit: Missoni

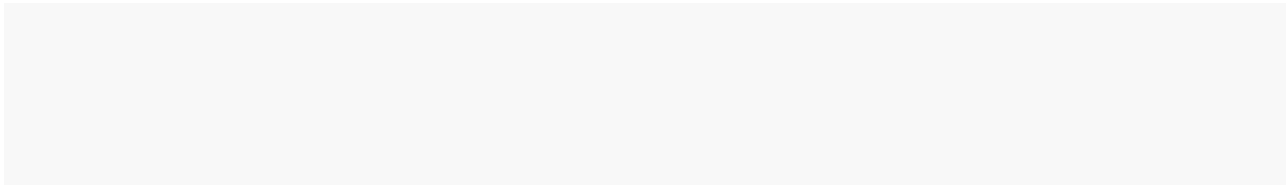
Ms. Missoni felt that Ms. Laurell's dolls were the perfect blend of art and handcrafting. The two creative talents also have parallel careers as Ms. Laurell also designs knitwear for women and children.

Italian department store Luisa via Roma has been selected as the retail partner for the charitable effort. Exclusive to Luisa via Roma's Web site, each doll will retail for 200 euros, or about \$235 at current exchange rates.

With every doll sold, Luisa via Roma will match the retail price with its own donation. One hundred percent of the proceeds raised will go to The Circle Italia.

The dolls will only be sold from Dec. 4-18.





MISSONI & LUISAVIAROMA X THE CIRCLE ITALIA 51 Dolls X 51 Runway Looks 100% of proceeds donated to The Circle Itallia Exclusively at LVR until 18 December 2017

A post shared by LUISAVIAROMA (@luisaviaroma) on Dec 4, 2017 at 2:27am PST

The Circle was founded by British singer Annie Lennox in 2008. The Circle opened its Italian branch in 2010 thanks to Antonella Antonelli, the director of Marie Claire Italia and Livia Firth of EcoAge.

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