

APPAREL AND ACCESSORIES

Missoni cookbook chronicles family's culinary traditions

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The Missoni family is serving up recipes. Image credit: Missoni

By STAFF REPORTS

The family behind Italian fashion label Missoni is inviting consumers into its kitchen with a branded cookbook.

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Francesco Maccapani Missoni penned "The Missoni Family Cookbook," writing down some of the fashion clan's recipes and traditions. Cookbooks offer opportunities for brands to connect with consumers over shared culinary experiences.

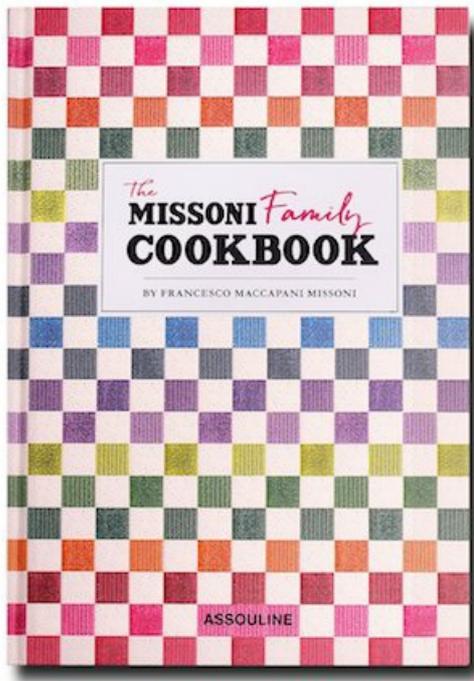
Serving up memories

Published by Assouline, The Missoni Family Cookbook is written by the son of Missoni creative director Angela Missoni.

In his book, Mr. Missoni outlines the family's philosophy on food, sharing family recipes and the people who originated these dishes, such as zucchini alla parmigiana or gnocchi verdi. This marks the first time that these dishes will be available to the home cook.

The family is known for its entertaining, which blends both ease and glamour. Missoni holds dinner parties during fashion week that are simultaneously informal and opulent.

To fete the book release, two of the recipes from its pages will be served at London restaurant Daphnes for the next three months.



Cover of The Missoni Family Cookbook. Image credit: Assouline

Recipes are personal, allowing consumers to connect with a brand's history on a deeper level.

For instance, beauty brand Este Lauder is "getting saucy" alongside Bon Apptit magazine's senior food editor Alison Roman, teaming up to share a family recipe with its online community.

On social media, Este Lauder shared an image of a handwritten recipe card with a tube of opened red lipstick lying on the page. Copy accompanying the image encouraged followers to click-through to find out what brand founder Este Lauder's secret tomato sauce ingredient was ([see story](#)).

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