

FOOD AND BEVERAGE

Moschino shares "modern luxury" vision with Croc

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Croc's limited-edition Moschino bottle. Image courtesy of Croc

By STAFF REPORTS

Italian fashion label Moschino is teaming up with vodka brand Croc for a playful world tour.

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The two brands kicked off their partnership during Milan Fashion Week, ahead of Moschino's runway show on Sept. 20. For the next 18 months, the labels will join for a series of international events.

Vodka makeover

Moschino creative director Jeremy Scott designed a limited-edition bottle for Croc, which will be available this fall.

For the partnership's launch, Mr. Scott joined model Jasmine Sanders, known as Golden Barbie, model River Viiperi and recording artist WizKid in Milan. For the rest of the event series, these personalities and Mr. Scott will be making appearances, along with DJ-actress Thando Thabethe and recording artist Cassper Nyovest.



River Viiperi, Jasmine Sanders, Jeremy Scott and WizKid on the street during Milan Fashion Week. Image courtesy of

Croc

At each destination, from Ibiza, Spain to Brazil, the hosts will customize the experience with cocktails and different experiences.

"I love the cheeky, playful nature of Croc," Mr. Scott said in a statement. "It connects perfectly with my approach to both life and fashion, so the partnership felt natural; there's such synergy.

"I design a lot around personal, customized twists so it's great to bring this into the partnership too," he said. "It's been fun to bring together our bold take on luxury and I can't wait to see what the year holds."

Moschino has previously mixed fashion and food. The label dared consumers to embrace their wilder side in a collaboration with ice cream maker Magnum.

Tapping into a shared bold perspective, the partners teamed 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 spanned a short film and activations during the festival, giving both partners a platform to reach an affluent, entertainment industry audience ([see story](#)).

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