

APPAREL AND ACCESSORIES

Margherita Missoni named creative director of M Missoni

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M Missoni's fall/winter 2018 collection. Image credit: M Missoni

By STAFF REPORTS

Italian fashion house Missoni is keeping it in the family by tapping Margherita Maccapani Missoni to head its diffusion line.

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Ms. Missoni is the daughter of Missoni creative director and president Angela Missoni and the granddaughter of the label's founders. While she stepped away from the brand for a number of years to take on other projects with brands including Pottery Barn Kids ([see story](#)) and La Mer ([see story](#)), Margherita Missoni is returning to her family's company as creative director of M Missoni, according to a report in [Women's Wear Daily](#).

Family ties

Missoni's collections will now be helmed by three generations of Missoni women. Rosita Missoni, who cofounded the company with her late husband Ottavio, leads the label's home collections.

"Margherita is surely an extremely creative person, close to the international world of fashion, and she has her own personal vision, so it was very important to bring her back within the company," Michele Norsa, CEO of Missoni, told WWD.

M Missoni has about 50 million in revenues per year, around \$57.6 million at current exchange, but still sees room for growth.

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A post shared by M Missoni (@mmissoni) on Aug 16, 2018 at 9:03am PDT

Instagram post from M Missoni

Launched in 1998, M Missoni was formerly produced via a licensing agreement with Valentino Fashion Group, but this year Missoni brought the diffusion label in-house.

While M Missoni primarily retails via wholesale partnerships, the company sees the potential for branded stores or placement within Missoni boutiques.

Earlier this year, investment firm FSI took a 42.1 percent interest in Italian fashion label Missoni.

With this transaction, the Missoni family retained a majority controlling interest in the company, which is now in its 65th year. As Missoni looks to better compete in the global fashion industry, this investment will give it additional capital to do so ([see story](#)).

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