

APPAREL AND ACCESSORIES

Moschino embraces The Sims style with capsule collection

April 10, 2019



The Sims x Moschino campaign. Image courtesy of Maxis

By STAFF REPORTS

Italian fashion label Moschino is teaming up with Electronic Arts' studio Maxis to bring The Sims' video game motifs to apparel and accessories.

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The popular franchise has inspired a line of merchandise from Moschino, including an item that will also soon be available for players to wear in the virtual universe. Moschino has sourced inspiration from a number of pop culture sources in recent years, from SpongeBob to My Little Pony.

Avatar apparel

Moschino and Maxis see the partnership as a natural fit, as both brands focus on individuality and freedom of expression. The Sims, which has been around for almost 20 years, allows players to create and shape their avatars' look, homes and lives in the virtual universe.

This spirit has been translated into a ready-to-wear and accessories collection.

The plumbob icon that identifies characters in the game has been turned into a bathing suit, while the Freezer Bunny motif that is scattered throughout the series has been fashioned into a cell phone cover.

Pointing to the recurring motif of llamas in Sims games, Moschino has also created a Uni-Llama T-shirt.

"I love the idea of being able to imagine, design and bring to life a world of individual personas with *The Sims* universe," said Jeremy Scott, creative director of Moschino, in a statement. "That concept emulates what I get to do for each collection at Moschino as I create a fantasy universe of spectacular storylines and characters."

Extending the fashion beyond the real world, a Moschino-designed Freezer Bunny hoodie will be available to players within all of The Sims' current games.

[View this post on Instagram](#)

#Repost @itsjeremyscott ENTER INTO THE WORLD OF @thesims BECOME YOUR OWN PERFECT AVATAR WEARING THE #MOSCHINOXTHESIMS CAPSULE COLLECTION LIKE @stellamaxwell & @denek_k AVAILABLE STARTING SATURDAY ON MOSCHINO.COM #moschino #stellamaxwell #denekkania

A post shared by Moschino (@moschino) on Apr 10, 2019 at 8:30am PDT

Instagram post from Moschino

Kicking off the partnership, Moschino is hosting an event in Indio, CA during Coachella. The collection will be available after the party on April 13 in Moschino boutiques and the brand's Web site.

Moschino has previously used Coachella as a launchpad for collaborations.

Last year, the brand announced it was partnering with fast-fashion giant H&M for an accessible collection through an Instagram Live call from model Gigi Hadid to Mr. Scott on April 15. This collection marked the latest collaboration between the worlds of high-fashion represented by Moschino and fast-fashion represented by H&M ([see story](#)).

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