

APPAREL AND ACCESSORIES

Moschino crafts its own soap opera for fall 2019

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Moschino stirs drama for fall

By BRIELLE JAEKEL

Italian fashion label Moschino is taking a stab at the soap opera genre in its latest campaign, congruent with its strategy to tackle various pop culture phenomena.

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Based on the 1980s soap opera "Dynasty," Moschino's fall 2019 campaign has followers intrigued and amused by the stylistic film series. Presented through short snippets on Instagram, the label's campaign has lined up a buzz-worthy cast of well-known names to show off the collection via an over-the-top motif.

"A brand like Moschino creating clips that mimic a show like the soap opera Dynasty is a fun way to create an ongoing dialogue with their audience," said Marci Troutman, CEO of [SiteMinis](#). "Not only can they carry out the 'show' in ongoing clips, but they can introduce characters to the dialogue that help boost their brand with consumer choices.

"This is unique, fun, creative and given the following the Instagram campaign has collected a clear win for the brand."

Ms. Troutman is not associated with Moschino but agreed to comment as an industry insider.

The Moschino Dynasty

Moschino launched a teaser earlier in the week, urging fans to tune in for the upcoming season of "Moschino." The fashion brand promised lots of drama but also named Gigi Hadid, Joan Smalls and Irina Shayk as the stars of the imagined show.

The fall campaign is creative director Jeremy Scott's creation. Keeping with the TV theme, Mr. Scott is labeled as the "costume designer" for the show, while photographer Steven Meisel is listed as the director.

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#Repost @itsjeremyscott TUNE IN THIS SEASON ON @MOSCHINO AND WATCH AS ALL THE DRAMA UNFOLDS !
STARRING @gigihadid @joansmalls & @irinashayk !!! STYLING BY @carlynecerfdedudzeele HAIR & MAKEUP BY
@guidopalau & @patmcgrathreal ART DIRECTION BY @duzansky PHOTOGRAPHED BY STEVEN MEISEL #moschino
#stevenmeisel #cerfstyle #gigihadid #joansmalls #irinashayk @denek_k #denekkania @trevorsiggs
#trevorsignorino @masonmckenrick @pg_dmcasting @samuel_ellis @jinsoonchoi

A post shared by Moschino (@moschino) on Jul 1, 2019 at 11:01am PDT

Instagram post from Moschino

All the clips are muted, including no sound, but viewers can easily discern the drama that is unfolding based on the over-exaggerated acting.

For instance, one clip shows Ms. Smalls embracing male model Denek Kania, as Ms. Shayk barges in on them. The couple looks startled, clearly having been discovered having an affair behind Ms. Shayk's back.

Another short clip shows Ms. Smalls yelling at Ms. Hadid as she attempts to speak on a corded landline phone. Ms. Smalls frantically hangs up the phone on Ms. Hadid, as the latter becomes infuriated.

With the witty caption, "Her martini is dry but it may get you wet," one snippet shows chaos ensuing as Ms. Smalls walks in front of the rest of the cast sloshing a martini around as two men hold Ms. Hadid and Ms. Shayk back as they scream and attempt to attack someone off screen.

[View this post on Instagram](#)

#Repost @itsjeremyscott TENSIONS RUN HIGH TONIGHT ON @MOSCHINO AS @joansmall HAS A BONE TO PICK WITH @gigihadid @carlynecerfdedudzeele @guidopalau @patmcgrathreal @maryhoward_setdesign ART DIRECTION @duzansky DIRECTED BY STEVEN MEISEL #gigihadid #joansmall #cerfstyle #moschino #stevenmeisel @pg_dmcasting @samuel_ellis

A post shared by Moschino (@moschino) on Jul 2, 2019 at 10:08am PDT

Instagram post from Moschino

All clips of the campaign are stylized in a 1980s cinematography fashion that matches the series' furnishings and setting. The men and women wear Moschino's fall collection, but with styling, hair and makeup fitting for a glammed-up soap opera from decades past.

Guido Palau and Pat McGrath completed the campaign's hair and makeup, respectively.

Moschino marketing

Moschino also recently teamed up with Electronic Arts' studio Maxis to bring The Sims' video game motifs to apparel and accessories.

The popular franchise inspired a line of merchandise from Moschino, including an item that is 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, and now its latest, Dynasty ([see story](#)).

Moschino has also taken inspiration from real life, putting its own spin on current events.

Last year's Moschino fall advertising campaign attracted criticism on social media for its approach to a heated political debate.

For fall/winter 2018, Mr. Scott took aim at the U.S. administration's handling of "illegal aliens" by turning models into otherworldly figures. While the campaign was intended to humanize the topic, the effort drew dissent ([see story](#)).

"Modern affluent millennials want more in a dialogue than just a talking head telling them what to wear or do," Ms.

Troutman said. "Moschino is in tune to this audience and how they want to be marketed."

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