

APPAREL AND ACCESSORIES

## Moschino goes all out for '80s-style pop music show for spring/summer 2020 campaign

February 10, 2020



*The Moschino spring-summer 2020 ad campaign is a colorful riot ode to the 1980s, with top models donning exuberant wear and recalling popular bands of the era. Image credit: Moschino*

By DIANNA DILWORTH

Italian fashion label Moschino has created a 1980s-style pop charts TV show to promote its spring/summer line of apparel, supportive of its strategy to tackle various pop culture phenomena.

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The over-the-top nod to the 1980s comes seven months after Moschino paid its own tribute to "Dynasty," a popular soap opera of that era, with its fall 2019 ad campaign.

The Eighties seem to be back, especially with brands born in that era, or designers who are nostalgic about their early years in that decade, such as Marc Jacobs and 1983-founded **Moschino**.

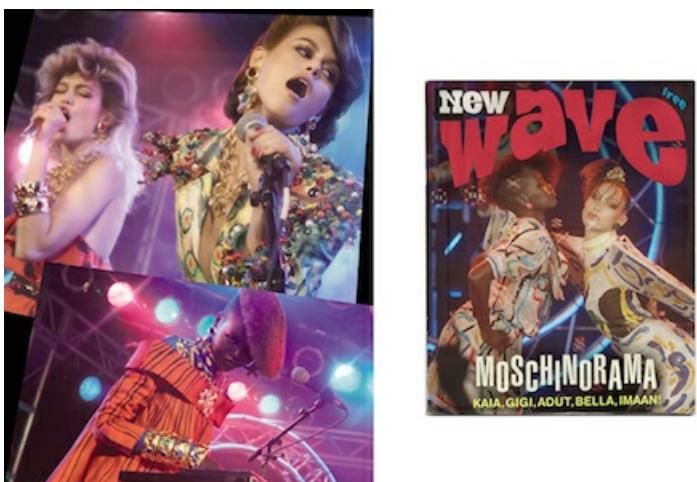


Campaign shots of the Moschinorama effort. Image credit: Moschino

Loud and proud

The [Moschino ad campaign](#), under supervision of creative director Jeremy Scott and photographer Steven Meisel, centers around a series of videos reminiscent of Solid Gold meets MTV called "Top Popbeats."

Tyra Banks, decked out in outlandish attire with bold colored patterns and assymetrical shapes, introduces the girl group of the hour: Moschinorama, which is a nod to popular 1980s band Bananarama.



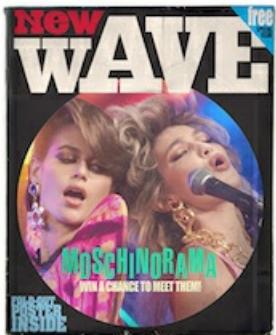
The Moschinorama campaign for spring/summer 2020. Image credit: Moschino

Models Gigi Hadid, Bella Hadid, Kaia Gerber, Imaan Hammam and Adut Akech star in the band, which rocks out to Karla DeVito's song: "Is this a cool world?" Again, this is another nod to Bananarama's "Cruel Summer."

Glamour-shot ready with full '80s hairspray, the models lip sing, and play tambourine, guitar and keyboards to the track which sounds like Duran Duran meets Madonna.

Looking like Prince backup singers and The Bangles in the new clothing line, the models sing lyrics that mention being in a "Purple Haze" and a "Blue Funk." These are colors included in Moschino's new apparel line and are a reference to pop culture both are song titles by the likes of Jimmy Hendrix and Heavy D & The Boyz.

The campaign will be promoted in key media, including social channels such as Instagram, YouTube and Twitter.



Moschino imagery channels the over-the-top Eighties for its spring/summer 2020 campaign. Image credit: Moschino

MOSCHINO IS known for its love of vintage pop culture.

Moschino in July took a stab at the soap opera genre in its fall 2019 campaign, congruent with its strategy to tackle various pop culture phenomena.



Moschino stirs drama for fall 2019 with its riff on popular 1980s show, "Dynasty." Image credit: Moschino

Based on the 1980s soap opera "Dynasty," Moschino's campaign had 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 ([see story](#)).

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