

APPAREL AND ACCESSORIES

## Marni keeps Francesco Risso on board as creative director

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Francesco Risso previously worked at Prada before joining Marni in 2016. Image credit: Marni

By LUXURY DAILY NEWS SERVICE

Italian fashion brand **Marni** has renewed its creative director Francesco Risso's contract as it looks to widen its appeal.

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Mr. Risso has been in the job at the fashion house since 2016 when his predecessor, brand founder Consuelo Castiglioni, stepped down. The young designer enjoys a reputation for embracing an eccentric, but stylish aesthetic and quirky elegance.

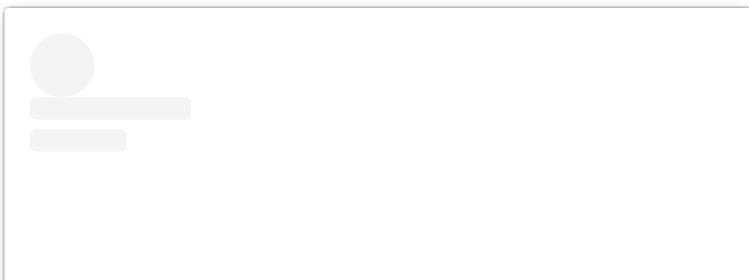
"Since joining, Francesco has taken on every bit of Marni's DNA, whilst fully embracing his role as creative director," said Renzo Rosso, president of OTB, Marni's parent company, per *Women's Wear Daily*. "He has forged a new direction for the brand, rejuvenating it whilst also making Marni his own."

Risso's skills honed at Prada

Per *WWD*, Marni has not disclosed the details of Mr. Risso's new contract. However, the move puts an end to talk that the creative director might leave the company.

Founded in 1994 by Ms. Castiglioni, Marni has been part of OTB since 2013. The international group promotes the development of alternative brands in the luxury field.

Mr. Risso came to Marni after working with Miuccia Prada on her womenswear collections. A graduate of Central Saint Martins in London, Mr. Risso has also worked with designers Anna Molinari and Alessandro Dell'Acqua.





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A post shared by OTB (@otb)

*OTB confirmed the news on Instagram*

Mr. Risso's reputation for independence and ambition were put on display last year when Marni highlighted the relationship between classical art and sensuality in its quirky spring/summer 2019 campaign. With nods to ancient cultures via a museum setting and Latin titles, Marni drew attention to the timeless quality of its pieces ([see story](#)).

In another surreal effort, the label tapped photographer Michael Hauptman to capture its fall/winter 2017 collection, the first designed by Mr. Risso. In the campaign, Mr. Risso staged a meeting between a model and her double ([see story](#)).

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