

TRAVEL AND HOSPITALITY

## The Luxury Collection taps Margherita Missoni for travel-inspired design

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*Margherita Maccapani Missoni has designed a limited-edition scarf for The Luxury Collection. Image credit: Marriott International*

By LUXURY DAILY NEWS SERVICE

Marriott International's The Luxury Collection is unveiling its third collaboration with Italian fashion designer Margherita Maccapani Missoni.

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Ms. Missoni, the outgoing creative director at the M Missoni diffusion line, has designed a vibrant, limited-edition scarf inspired by her trips to The Luxury Collection's properties in India. The hospitality brand has teamed with several designers as "Global Explorers" as part of its lifestyle offerings.

"Margherita's approach to travel and design perfectly captures the spirit of a Global Explorer and The Luxury Collection brand as we look to engage our curiosities and embark on a quest for discovery through travel," said Philipp Wegmann, vice president and global brand leader at [The Luxury Collection](#), in a statement.

"She has a unique ability to translate her experiences into a piece that celebrates not only the look and feel, but also the emotion, of a place," he said. "We are thrilled to collaborate with her on a beautiful design to celebrate our captivating portfolio in India."

**Inspirational travels**

Ms. Missoni's scarf design was inspired by her time in Goa and Delhi, where she spent time with local Kolam artists and visited the colorful Khari Baoli spice market.

"During my travels in India, each of The Luxury Collection's hotels served as my home away from home and a jumping off point for me to discover the beauty of each city," Ms. Missoni said in a statement. "The hotels provided an authentic connection to the people, culture and history of the destination, affording me with endless inspiration which I aimed to enliven through my design."

The versatile, lightweight piece is intended to be styled in several ways, such as a scarf, sarong cover-up, wrap and more. It features a statement pattern a Missoni design signature with bold shades of green, aqua and pinks.



*The Margherita Maccapani Missoni x The Luxury Collection is both versatile and colorful. Image credit: The Luxury Collection Store*

The Margherita Maccapani Missoni x The Luxury Collection limited-edition scarf will be available later this month, exclusively at [The Luxury Collection Store](#) online. It will retail for \$230, and all proceeds will be donated to the [Collective Good Foundation](#), which is supporting pandemic relief in India.

For her earlier collaborations with The Luxury Collection, Ms. Missoni designed children's backpacks inspired by memorable family vacations.

The Luxury Collection also has worked with Global Explorer and brand ambassador Mercedes Salazar on multiple designs.

This summer, Ms. Salazar launched her first homeware collection with the hospitality brand, inspired by her travels to North Island in the Seychelles, one of the newest additions to the Luxury Collection portfolio. In 2019, she ventured to three different properties within the portfolio and turned her journey into jewelry and accessories ([see story](#)).

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