

APPAREL AND ACCESSORIES

Missoni taps Supreme for latest streetwear collaboration

November 15, 2021



The new Missoni x Supreme fall 2021 collection launches on Nov. 18. Image credit: Supreme

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Missoni** is the latest luxury brand to partner with streetwear brand Supreme for added exposure.

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The house's signature colorful knit patterns will adorn a capsule collection from Supreme, which includes bomber jackets, hoodies, polos and bucket hats. **Supreme** is a popular collaborator for luxury brands hoping to appeal to younger consumers that gravitate towards streetwear designs.

Colorful collaboration

Announced on social media by both labels on Nov. 15, the Missoni x Supreme fall 2021 collection will be available on Nov. 18. Shoppers in Japan will need to wait until Nov. 20 to make their purchases.

The pieces, available in multiple print colorways, feature the names of both brands.

[View this post on Instagram](#)

A post shared by Supreme (@supremenewyork)

Supreme is a popular collaborator among luxury labels

Missoni which has expanded into evening wear, swimwear, fragrances and home furnishings since its founding in 1953 can actually trace its origins to sportswear. Cofounder Ottavio Missoni competed at the 1948 Olympic Games in London and designed wool tracksuits worn by the Italian Olympians.

Both brands have recently ramped up its design collaborations.

In August, Missoni partnered with lifestyle brand Tumi on an exclusive collection of bags, luggage cases and travel accessories. The collection featured a zigzag design with a rust undertone, a signature of the Missoni brand ([see story](#)).

Other recent Missoni collaborations include water bottle brand Izmee, papermaker Moleskin, footwear brand ACBC and streetwear label Palm Angels.

Supreme, which had its first luxury collaboration in 2017 with Louis Vuitton, teamed with U.S. jeweler Tiffany & Co. earlier this November.

The new partnership unites the style of the two brands, with Tiffany's classic "return to" plea engraved on the pivotal heart pendant right above Supreme's recognizable box logo. The "New York" additional engraving celebrates both brands' roots in the most famous city in the world ([see story](#)).

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