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APPAREL AND ACCESSORIES

Missoni brings its colorful styles to Brazil

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The new Missoni store is located on the ground floor of the shopping center. Image courtesy of Missoni/JK Iguatemi

By LUXURY DAILY NEWS SERVICE

Italian fashion label Missoni has entered the Brazilian market with a new store at the JK Iguatemi mall in So Paulo.

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The label will also be available online through the mall's new ecommerce platform, Iguatemi 365. The new store is Missoni's first monobrand store in South America.

New frontiers

Founded in 1953, Missioni is undergoing a global expansion. It currently operates a network of 21 monobrand stores, primarily in Europe and Asia, as well as 36 franchise boutiques.

The new store is located on the ground floor of the JK Iguatemi shopping center. The space has terrazzo floors and is filled with vibrant colors and Missoni's signature motifs.

The Missoni spring 2022 collection. Image courtesy of Missoni/JK Iguatemi

Missoni's So Paulo outpost will carry womenswear, menswear and beachwear. Ecommerce shoppers can also buy Missoni pieces on Iguatemi 365, making the label even more accessible in the market.

Iguatemi has established itself as a key port of entry for luxury brands looking to expand their bricks-and-mortar presence in South America.

Last spring, French fashion label Balenciaga opened its first South American store at the Brazilian luxury mall. Other luxury brands with stores at Iguatemi include Gucci, Prada, Burberry, Bulgari, Chanel and Bottega Veneta (see story).

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