

APPAREL AND ACCESSORIES

Missoni welcomes Filippo Grazioli as creative director

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Filippo Grazioli is Missoni's new creative director. Image credit: Missoni

By LUXURY DAILY NEWS SERVICE

Italian fashion label Missoni has tapped Italian designer Filippo Grazioli as its new creative director.

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The industry veteran has honed his skills at French labels including Herms and Givenchy, and most recently served as director of the runway collection at Britain's Burberry. He succeeds Alberto Caliri, who had been serving as interim creative director at Missoni since last spring.

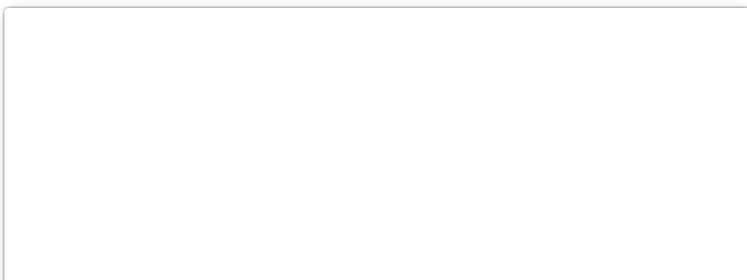
"In accordance with the family and FSI Fund, we have elected Filippo Grazioli, a young designer who can however count on 18 years of solid experience in prestigious fashion companies, to raise Missoni's profile and image in the luxury market and further strengthen the modernization process already initiated," said Livio Proli, CEO of **Missoni**, in a statement.

Colorful change

According to *Women's Wear Daily*, Mr. Grazioli's first show for the brand will be held in September for spring 2023. However, his first designs will appear as Missoni's pre-collection for men and women this May.

"I am honored to join the world of Missoni: a brand that has played a role in the history of Italian style and design, maintaining a remarkable integrity over almost seven decades," Mr. Grazioli said in a statement.

"I am grateful for the opportunity I have been given, and the possibility to shape my experience further in a new vision that maintains the joyfulness, freshness, sense of color and positivity that are the core qualities of Missoni."



[View this post on Instagram](#)

A post shared by Missoni (@missoni)

There are several creative changes at Missoni

Mr. Caliri will remain with the brand and will lead the Home Collection, with creative supervision by Rosita Missoni.

"My journey in the world of Missoni continues by switching from jumpers and clothes to home and lifestyle, two worlds both based on beauty, where color and materials merge," Mr. Caliri said in a statement.

"With Missoni Home Collection, I can continue to fully express my passion for architecture, art and design," he said. "After 15 years of working alongside Angela Missoni and two seasons in which I had the chance to express my vision with a modern and light interpretation of Missoni womenswear, I now tackle this new challenge with enthusiasm, as it allows me to satisfy one of my all-time desires: to work closely with Rosita Missoni, a special lady who I have always greatly admired."

Last May, longtime designer Angela Missoni stepped down as the label's creative director. Having served as creative director since 1997, Ms. Missoni daughter of brand founders Rosita and the late Ottavio Missoni continues to serve as president of the company ([see story](#)).

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