

APPAREL AND ACCESSORIES

Missoni marries home, ready-to-wear in seaside campaign snippets

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In an ode to spring/summer 2023, American photographer Theo Wenner honors the wildness of the Alicante coast through color and texture. Image courtesy of Missoni

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Italian fashion label Missoni is paying homage to the colorful landscape of the Mediterranean per the brand's newest advertising campaign.

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Drawing on the emotional aspect of the waterline, the stills captured by photographer Theo Wenner showcase flowing fabrics and rich colors. This complexity is at the heart of the expressive clothing and lifestyle pieces on display in the campaign.

Land-based lifestyle

The advertising campaign paints a picture of outdoor living, complementary to the surrounding landscape.

In the photographs featured, models wear their hair loose, wildly dancing in the coastal winds. They wear clothing that matches the landscape around them, whether it be through wavy patterns or breezy fabrics.



The Missoni campaign breathes life into fashion, infusing the pieces with a touch of sea and light. Image courtesy of Missoni

The Alicante coastline in Spain sparkles around them, the sand and sea glinting with sunlight and salt.

The campaign shows both fashion and lifestyle pieces, all of which are vividly colored, stitched with water-inspired designs or both.

Giant, minimalistic stuffed rabbits sit on the pillowy sand, their fabric woven with waves and lines. Scarlet rugs lift up towards the sun-soaked sky and golden, modern chairs sit in the beach light.



The home furnishings featured in the campaign play with watery patterns and lines, bringing the sea to the indoors. Image courtesy of Missoni

Imaginative, playful and wind-swept, the campaign explores a lifestyle that is integrated into the natural surroundings.

Home furnishings that match the shades of the sky and shapes of the sea, and clothing that flows easily in the ocean winds all speak to this land-minded narrative that the visuals communicate.

The women laugh in the sand, glide past each other like tides, splash in the water and look to the sky all while wearing passionate and expressive colors.



The multi-dimensional patterns of the rug reflects the depth of the sea; its color embracing the warmth of the sunset. Image courtesy of Missoni

Through twirling locks and patterns that add dimension, the Alicante seaside is brought into the homes of Missoni customers. The setting and relaxed, smiling models exude a joyful vision of outdoor living.

Outdoors, in

Nature's aesthetic is making its way into the homes of increasingly more people, as designers embrace more land-centric fashion and visuals.

LVMH-owned fashion house Givenchy recently released a capsule drop that embraced the outdoors-meets-indoor-tech aspect of modern life ([see story](#)). Like Missoni, natural fabrics and cuts that keep the landscape in mind were used to achieve this effect.

Stella McCartney used plant prints and earth tones in the newest collection, centering the wild to form a bond between the wearer and the land around them ([see story](#)).



Missoni is embracing the Spanish coast, highlighting the joyful spirit of the landscape through the campaign stills. Image courtesy of Missoni

The earth is a never-ending source of inspiration for art of all kinds, and fashion is no exception. The sky will never run out of shades, and the water will never run out of patterns.

Missoni seems to be keenly alert to this fact in the advertising campaign, as Alicante is honored via garments and home furnishings in this artistic salute to the coast.

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