

COMMERCE

## Moschino creative director Jeremy Scott steps down

March 22, 2023



*Mr. Scott joined Moschino in October 2013 and made his creative debut the next year, a pre-Fall collection which reimagined founder Franco Moschino's signatures from the point of view of an American. Image credit: Jeremy Scott*

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Moschino** has announced that a nearly 10-year working relationship with U.S. designer Jeremy Scott has reached its conclusion.

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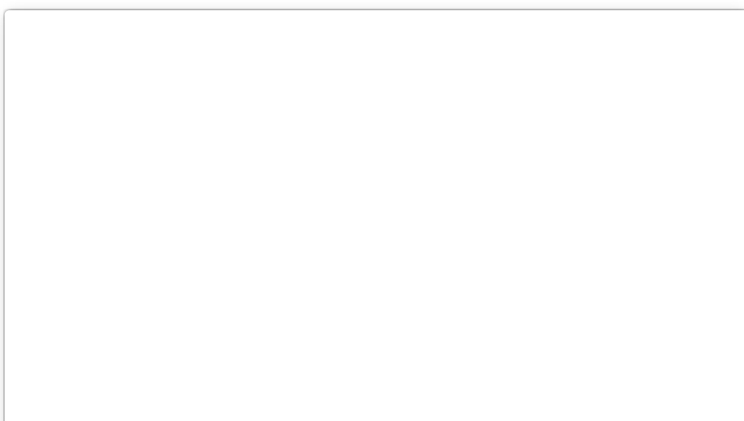
The parting is said to be amicable, the natural end to his contract, and no successor has yet been named.

In addition to his work with Moschino, Mr. Scott heads his own eponymous label, which, like Moschino, is owned by Italian fashion group Aeffe ([see story](#)).

Fashion rebel

During his time as Moschino's creative director, Mr. Scott, a graduate of the famed Pratt Institute of Design, was credited with carrying on the quirky mission of founder Franco Moschino.

Mr. Scott is well known for his integration of pop culture, particularly from the 1980s, into his designs and campaigns. His work has gained the favor of several celebrities, some of whom, such as Miley Cyrus and Katy Perry, have become frequent collaborators.



[View this post on Instagram](#)

A post shared by Jeremy Scott (@jeremyscott)

Mr. Scott's references include toys beloved by the Gen X and Millennial generations. His 2014 show during Milan Fashion Week predated the Barbiecore trend ([see story](#)) by years, and he later released a collection based on Hasbro's original My Little Pony dolls ([see story](#)) in 2017.

For fall 2019, models Joan Smalls and Irina Shayk starred in an homage to the 1980s nighttime soap opera, *Dynasty* ([see story](#)). The following spring, he returned yet again to the decade of decadence to stage a pop music countdown show and turn models Kaia Gerber and Bella and Gigi Hadid into a New Wave girl group a la Bananarama ([see story](#)).

Eventually, he went farther back in time, to the Golden Age of Hollywood, for his fall 2021 campaign. In the short film, "Jungle Red," models Stella Maxwell, Winnie Harlow and Dita Von Teese donned collection pieces in vignettes that resembled the oversized movie sets once produced by the "Big Five" studios including Metro-Goldwyn-Mayer and Warner Bros ([see story](#)).

His work has led to collaborations which reimaged how fashion could be used.

In 2017, the designer added accents to some of Italian home furnishings house Gufram's famous pieces and recreated some of Moschino's pieces into oversized furniture for Gufram. He added an oversized moto-style zipper across Gufram's lip-shaped sofa, "the Bocca," and reimaged Moschino's Biker Bag as a bookcase ([see story](#)).

The designer shared his feelings about his time spent as Moschino's creative director in a statement to social media.

"I have had a blast creating designs that will live on forever," Mr. Scott said. "I am grateful for all the love and support I have received over this past decade.

"As I close this chapter, I am filled with excitement and anticipation and cannot wait to share with you all what I have in store for you next!" he said.

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