

COMMERCE

# Moschino welcomes Gucci's former head womenswear designer to creative director role

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*The brand is announcing the appointment of Italian designer Davide Renne to the position of creative director. Image credit: Moschino/Alessio Balzoni*

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By LUXURY DAILY NEWS SERVICE

Italian fashion label Moschino is ushering in a new chapter.

The brand is announcing the appointment of Italian designer Davide Renne to the position of creative director, effective Nov. 1. With over two decades of experience at Italian fashion label Gucci, including a role as head womenswear designer, Mr. Renne will slot in Moschino following the departure of American fashion designer and former creative director Jeremy Scott.

"Today we welcome Davide to the Moschino family," said Massimo Ferretti, executive chairman at **Aeffe SpA**, in a statement.

"We have all been impressed by Davide's extremely sophisticated vision of fashion's power to create a living dialogue with the world around us, and by his deep understanding of the House of Moschino's legacy and of our codes," Mr. Ferretti said. "He is a brilliant designer, and a special human being: Franco used to say that bad manners are the only true bad taste and getting to know Davide I have been struck not only by his obvious talent but by his kindness, his sensibility.

"We are confident that he will play a pivotal role in shaping the future of Moschino, a global house with an Italian heart and a truly unique DNA in the luxury industry."

## New to the team

Charting his path with a move to Moschino, Mr. Renne will now report to Mr. Ferretti directly.

The creative's new duties include overseeing women's, men's and accessories for the house. His first collection will be presented in February of next year during Milan Fashion Week's fall 2024 season.

"Franco Moschino had a nickname for his design studio: la sala giochi the playroom," said Mr. Renne, in a statement.



*Mr. Renne will bring his own touch to the house, showcasing his first collection for Moschino in February 2024. Image credit: Moschino*

"This resonates deeply with me: what fashion Italian fashion especially, and the House of Moschino most of all can achieve with its enormous power should be accomplished with a sense of play, of joy," he said. "I am very conscious of the honor that Mr. Ferretti a gentleman who has been almost fatherly in his ability to listen and establish a dialogue during our encounters has bestowed upon me in taking charge of the House founded by one of fashion's great minds.

"So, thank you Mr. Ferretti for giving me the keys to your playroom."

Former Moschino creative director Jeremy Scott stepped down in March 2023 ([see story](#)).

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