

COMMERCE

# Moschino fills vacant creative director role

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Mr. Appiolaza has a wealth of experience within the luxury fashion space. Image credit: Moschino/Daria Svertilova

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Moschino** is welcoming a new leading force.

Effective immediately, Argentinian designer Adrian Appiolaza is stepping into the role of creative director, overseeing the men's, women's and accessories categories while reporting directly to the executive chairman of parent company Aeffe, Massimo Ferretti. His debut for the brand will come at Milan Fashion Week on Feb. 22, where he will present the maison's fall/winter 2024 womenswear collection.

"We are happy and honored to welcome Adrian to the Aeffe family," said Mr. Ferretti, in a statement. "With his arrival at Moschino, Adrian brings with him a unique wealth of experience, creativity and knowledge of the history of fashion that will be instrumental to write a wonderful new chapter in the adventure of the brand founded by Franco Moschino.

"I was immediately struck by the explosive creativity of Adrian, a personality full of energy and enthusiasm, elements that have always distinguished the history of the Moschino brand," he said. "I wish Adrian all the best to build a great success story with us."

## New chapter

While Mr. Appiolaza has never served as a creative director before, he has a wealth of experience within the luxury fashion space.

Coming off a 10-year-long stint as design director for women's ready-to-wear at Spanish fashion label Loewe, the designer has also worked at J.W. Anderson, Chlo, Miu Miu and Louis Vuitton.

"The jackets with 3D postcards, the dress with a skirt made with twenty bras, the countless trompe-l'oeil: as a creative and a collector, the list of creations by Franco Moschino that have entered the history of fashion is almost endless," said Mr. Appiolaza, in a statement.

"The essence of his talent, for me, is to inhabit his time a mission he carried out with enviable lightness, opening a window for all of us to imagine, in our own way, the future," he said. "I am deeply grateful to Massimo Ferretti for allowing me to access the world of Moschino, as well as entry into a house whose walls exude a history that I am eager to hear.

"I am ready to transport the maison into a new chapter, with a theatrical touch, in the pure style of Moschino."

Mr. Appiolaza's appointment follows the sudden passing of then-newly-instated Davide Renne in November ([see story](#)), who took over when Moschino's longtime creative director Jeremy Scott stepped down earlier last year.

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