

MULTICHANNEL

## Missoni shows collection in Tel Aviv to reach new audience

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By SARAH JONES

Family-owned Italian fashion label Missoni expanded its audience by holding a runway show during Gindi Fashion Week in Tel Aviv, Israel.



Missoni chose to present its spring/summer 2014 collection rather than its latest fall line, giving consumers an idea of what to buy now. On the surface a fashion show, this is likely a political statement by Missoni against Boycott, Divestment and Sanctions, a Palestinian organization that puts economic and political pressure on Israel.

"I would say that Tel Aviv Fashion Week is probably getting more out of this," said Rob Frankel, branding expert at marketing consultancy firm [Frankel & Anderson](#), Los Angeles.

"By getting Missoni to participate, they get their show legitimized by an established brand," he said. "And they also get to smack BDS in the face."

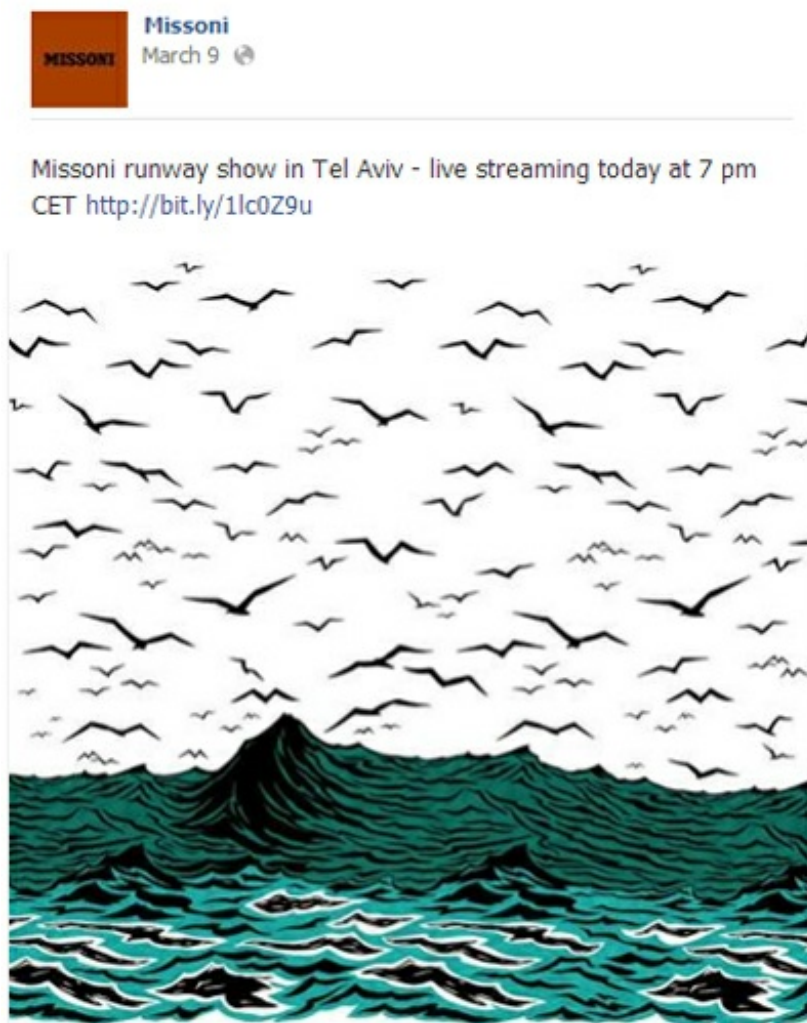
Mr. Frankel is not affiliated with Missoni, but agreed to comment as an industry expert.

[Missoni](#) did not respond by press deadline.

Change of scenery

A live-stream of the runway show was held on March 9. Missoni promoted the viewing for

a few days leading up to the event.



*Facebook post from Missoni*

Once the show was over, the stream was taken down, making the event more exclusive for those who chose to participate.

After the show, Missoni shared photos that attendees posted on Instagram, which featured the zig-zag installation on the runway as well as backstage preparations.



*Photo from @amor\_tlv*

Gindi Fashion Week this time around focused on Israeli designers, but looked to Italy.

In the audience of Missoni's fashion show was Vogue Italia editor in chief Franca Sozzani, who gave Missoni creative director Angela Missoni an award for the brand's commitment to manufacture in Italy. The prize was also representative of the relationship between Italy and Israel.

This is the third annual fashion week in Tel Aviv, according to [The Jerusalem Post](#). Gindi Fashion Week is being held at TLV Fashion Mall, per [The Times of Israel](#).

### Expanding audience

The reach of this runway show was expanded through Missoni's digital content, housed on its recently redesigned Web site.

Many luxury fashion houses are refreshing their Web strategy to overlap content with commerce and are presenting site visitors with much of the engagement below the fold.

For instance, Missoni launched its new Web site to offer ecommerce and brand content on a signal platform just as other fashion houses are doing the same. The site opens with a runway video taking up the majority of the screen while more content is offered below the fold ([see story](#)).

Staging a runway show outside of the fashion brand's home country can show the dedication of the label to the host country.

French couture house Chanel announced plans to show its cruise 2014 collection in Dubai to mark the first showing for the brand in the Middle East.

This continued the tradition of Chanel trotting its smaller shows outside of Paris, which have taken the brand to Dallas, Singapore and Scotland. By taking its runway production to the Middle East, Chanel is proving the importance of the Middle Eastern affluent consumer ([see story](#)).

Missoni is showing its support in a subtle way.

"With Missoni, they're all about fashion, but now that they participating in politics," Mr. Frankel said. "It's a statement that they make on a global basis."

Final Take

*Sarah Jones, editorial assistant on Luxury Daily, New York*

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