

MISSONI RESORT 2019

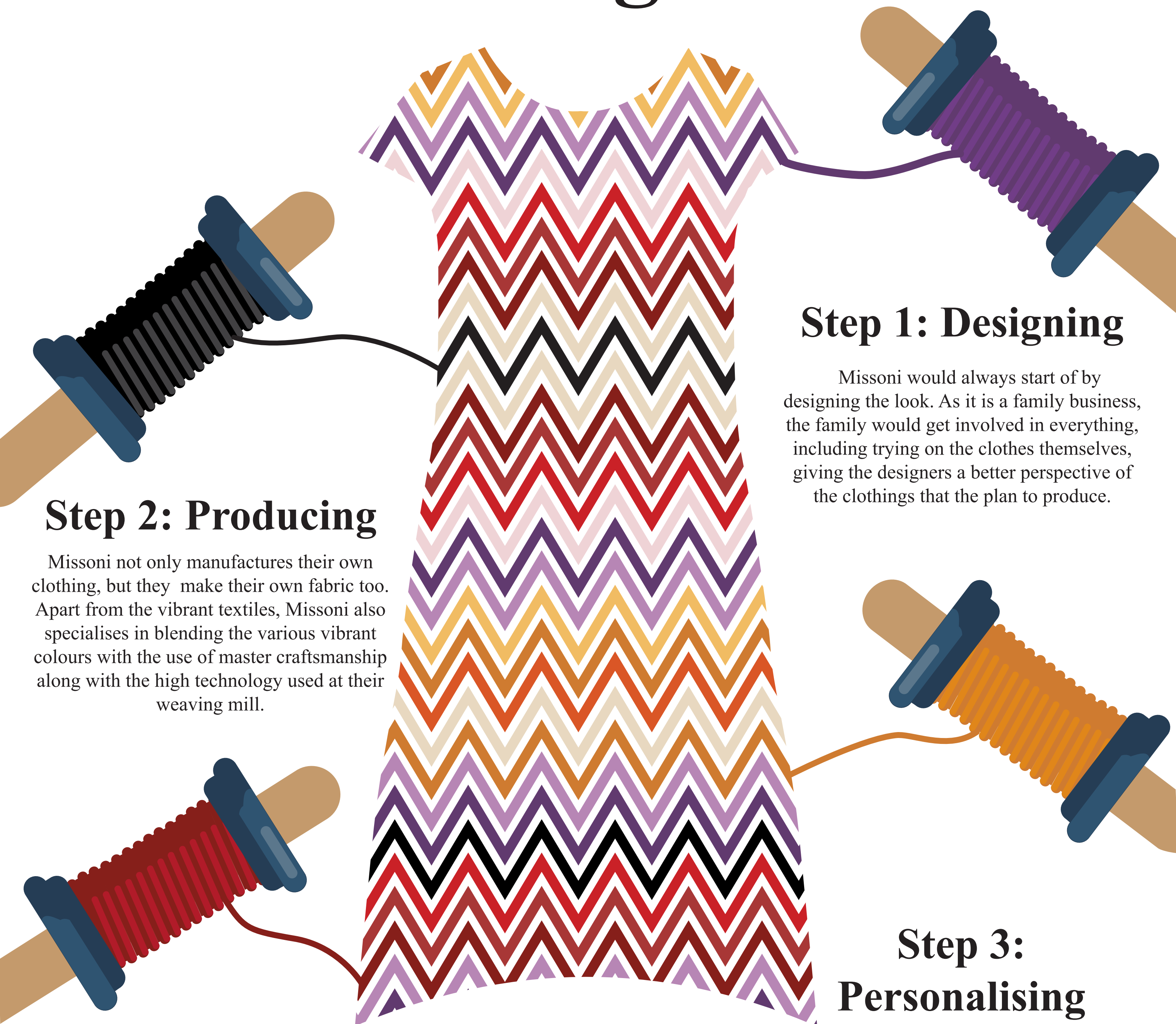
Missoni claims ownership of the spirit of inclusivity which is so relevant today; it's something they've always naturally infused in their collections, reflecting the positive, affectionate lifestyle of their vast tribe of family and friends. The collection was built around a series of soft, comfortable pieces in delicate colors, abstract floral prints, geometric patterns, and multiple textures.

A languid, romantic mood could also be perceived throughout the collection. Lightness of spirit and a touch of whimsy were also suggested with silk-fringed trimmings, which gave the pieces a dynamic sense of movement. Yet mixing the practical with the crafty is a very Missoni way of thinking. It's definitely an attitude that has served them well.

Angela Missoni, daughter of Rosita and Tai Missoni and current successor of the Missoni brand, went hunting in the archives. She gave them new life as limited-edition pieces: soft patchworked overcoats in a riot of textures and technicolor hues or in graphic black-and-white patterns that looked so gorgeous you wanted to steal them at once from the rack.



What goes inside a MISSONI garment?



Step 1: Designing

Missoni would always start off by designing the look. As it is a family business, the family would get involved in everything, including trying on the clothes themselves, giving the designers a better perspective of the clothings that the plan to produce.

Step 2: Producing

Missoni not only manufactures their own clothing, but they make their own fabric too. Apart from the vibrant textiles, Missoni also specialises in blending the various vibrant colours with the use of master craftsmanship along with the high technology used at their weaving mill.

Step 3: Personalising

As every garment is tried on by the family members, this extends out to the models that showcase their clothes as well. They would choose the pieces that would suit the model instead of the model choosing their clothes.

Step 4: Fitting

As the clothing is ready to be shown to the world, they would find the perfect models to showcase their clothes. Clothing is sorted out and fitted to the models 10 months before their actual showcase to ensure that the clothing is in tip top condition.

Step 3: Showtime!

This is where Missoni's work is going to be shown to the world! This is where all their collections can be seen and how Missoni never fails to impress. This is also done so by setting the mood of the runway.