

sunstyler



MOSCHINO

Edition 28 - Nov 18

MOSCHINO

Moschino is the brand of the moment with Jeremy Scott's latest offering the most instagrammed show at the recent Milan fashion week.



Moschino (pronounced: Moss-Key-No) is an Italian luxury fashion house, founded in 1983 by Franco Moschino. Moschino began his career as a fashion illustrator and honed his craft at Versace before launching his eponymous label and becoming famous for his innovative, colourful & sometimes eccentric designs, for his love of fairies, for his criticisms of the fashion industry and for his social awareness campaigns in the early 1990s. Famously filling his shop windows with opinions on racism, animal welfare and the AIDS crisis, the provocateur sent designs down the runway that included a belt reading “this is a waist of money” and a shirt with wrap-around straitjacket sleeves adorned with a “for fashion victims only” slogan. Despite his career being cut short by his death in 1994, in his time in the industry Moschino made a name for himself as a true fashion revolutionary.



Since Jeremy Scott took on the role as creative director in 2013, Moschino has catapulted itself into the spotlight with its logoed designs, slogan T-shirts and pop-culture favourite phonecases. An American fashion designer, Scott has built a reputation as “pop culture’s most irreverent designer” and “fashion’s last rebel”. Known for his designs of clothes, accessories and footwear for Adidas and Moschino and as an early proponent of blending high fashion with street style, he creates designs often incorporating pop-culture icons. Over previous seasons we have seen Moschino re-interpret the iconic logos of Barbie, McDonalds, Coca Cola and Looney Tunes, and the most recent sell-out collab with H&M didn’t disappoint with a star-studded extravaganza in New York.

To learn more about Jeremy Scott, check out “Jeremy Scott: The People’s Designer” currently screening on Netflix.

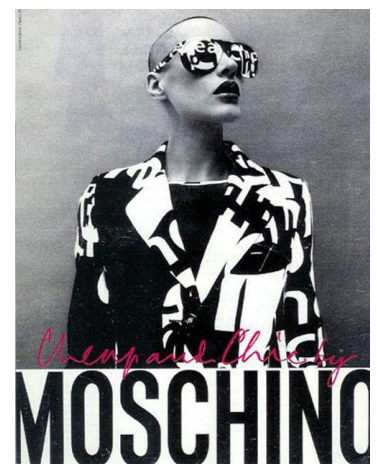


Image: Vintage Moschino campaign from the early 90s

MOSCHINO

The 2018 eyewear collection is a perfect combination of Italian heritage merged with a metropolitan street style; discerning luxury paired with a playful attitude, and the new styles are the true expression of the Fashion House. The colour palette of the new Collection reveals a background of black and Havana, with strong hints of gold infusing the entire collection in the form of 3D logos, studs, chains and metal bars. Priced from \$299.90 - \$399.90 the range offers great value for high fashion designer style. The 2018 collection offers 3 distinct ranges to suit the diverse & varied style of the Moschino customer.



BIJOUX CHAINS: Meaning Jewellery in French, “Bijoux” offers Luxe and more Luxe, with the Bijoux chains collection exudes glam, elevating eyewear into jewellery, as precious and unique accessories.



MS MOS011/S
\$369.90



MS MOS012/S
\$369.90



MS MOS022/S
Coming Soon!

Moschino Key Points:

- Italian Fashion House
- Fun and Irreverent approach to fashion
- Iconic, Pop Culture
- Creative Director is Jeremy Scott
- Affordable Designer Fashion

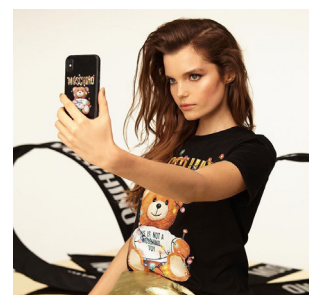
TEDDY BEAR: The “Moschino Toy” bear has a long lineage at Moschino, his furry ancestors first popped up in a 1988 Moschino collection on the collar of a coat. Immortalised as the Moschino mascot, the most recent addition to the Moschino bear family is a sleek gold teddy which sits proudly on the temple of these otherwise classic, oversized frames.



MS MOS008/S
\$309.90



MS MOS013/S
\$309.90



MICRO STUDS: If you’re looking for something a little more rock n roll, the micro studs collection has you covered. Harking back to their 90s roots but with a more refined edge, the mini micro studs elevate the feminine frame shapes with casual-cool studded style.



MS MOS005/S
\$399.90



MS MOS006/S
Coming Soon!



MS MOS007/S
\$429.90

Jeremy Scott collaborators and Moschino lovers include Cardi B, A\$AP ROCKY, Björk, Katy Perry, Madonna, Nicki Minaj, Miley Cyrus, Beyoncé, Lady Gaga, Ariana Grande, Kanye West, Demi Lovato, Selena Gomez, Justin Bieber, Rita Ora and current muse Gigi Hadid.



Image: Cindy Crawford and daughter Kaia Gerber with Jeremy Scott

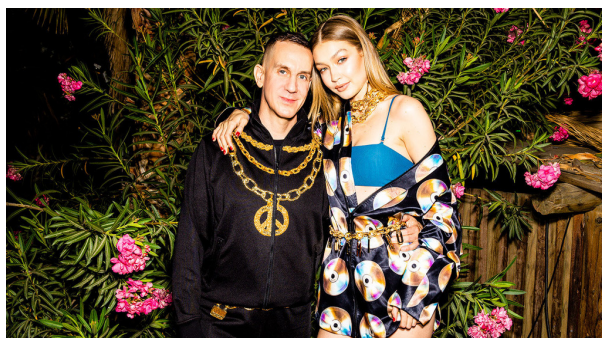


Image: Jeremy Scott and muse Gigi Hadid



Image: Jeremy Scott with long-time friend and collaborator, Madonna

FENDI

Fendi is a luxury Italian fashion brand founded by Adele and Edoardo Fendi in Rome in 1925, having recently celebrated 90 years as a fashion powerhouse. Karl Lagerfeld joined Fendi in 1965 and has been at the helm of the brand for over 50 years, the longest collaboration in fashion history. Working initially alongside the Fendi's 5 famous daughters (known as the 5 fingers of Fendi) and now with granddaughter Silvia Venturini Fendi.

Together the Fendi sisters and their designer radically reimagined the business, transforming it from a boring bourgeois status symbol into a playground of creative fantasy. To signify their mission, Lagerfeld invented the double "F" logo one upside down, snuggled together, which stood for "fun furs" and is still used today. Karl Lagerfeld's collections and fashion events are the stuff of legend, such as Fendi's ambitious show staged on the Great Wall of China in 2007, the first fashion show visible from the moon!



F IS FENDI

The collection F is Fendi showcases the newest "F" metallic round logo. Round, with one F only, sometimes upside down, the new logo breaks the rules. Silvia Venturini Fendi sees it as a quality stamp affixed on handbags and accessories. Dualism is a code visible throughout the collection: masculine versus feminine, structured shapes versus fluid fabrics, pure lines versus opulent embellishments and the iconic FF logo versus the round F logo. Opposites attract and merge to create a modern luxury.



FF 0318/S \$399.90



FF 0319/G/S \$399.90



FF 0306/S \$529.90



FF 0285/S \$689.90

#1

TOP
SELLER



FF 0288/S \$399.90

TOP
SELLER



FF 0264/S \$519.90

TOP
SELLER

FENDI MEN

The Fendi Men collection takes inspiration from Fendi's never-ending love for geometry & mix of materials, with strong urban attitude. The iconic triangle is now becoming a key element of design, seen in an understated way on the M0018/s with subtle placement on the front of the frame, and in a more overt way on the M0014/s with triangle notches across the top and cutouts at the end of the temples. All men's styles incorporate the triangle into very cool custom hinges, check them out!



FF M0014/S \$429.90



FF M0018/S \$499.90



FF M0018/S \$499.90



FF M0039/G/S Coming Soon!



Touch Points:

- Luxury Italian Fashion House
- All sunglasses handmade in Italy
 - Women's Iconic F Logo
 - Men's Iconic Triangle Logo

GIVENCHY

(pronounced Zhee-Von-Shay)

Hubert de Givenchy founded his namesake fashion house in Paris in 1952, instantly earning a reputation for breaking with fashion codes of its time. Givenchy's new relaxed approach to style, blending architectural lines and simplicity, met with enormous success in light of the more constricted looks of the day. After an incredibly successful 40 year career Hubert de Givenchy would be succeeded by some of fashion's great creative talents, among them John Galliano, Alexander McQueen, Julien MacDonald, and Riccardo Tisci. With her debut show, on October 1st 2017, new Artistic Director Clare Waight Keller established a modern and contemporary new signature for the house of Givenchy.



2018 Eyewear Collection: Blending sleek lines with retro-inspired shapes, Givenchy unveils a unique aesthetic concept with the new eyewear collection. A powerful mix of urban influences and couture sensibility sealed by a fresh take on the iconic 4G logo, makes a testimony to the new Givenchy attitude.

Classic: Simple lines, timeless shapes balancing tradition and modernity, providing an effortlessly elegant yet wearable look.



GV 7103/S \$479.90



GV 7107/S \$399.90



GV 7108/S \$399.90



GV 7118/G/S \$579.90



GV 7109/S \$499.90



Traditional 4 G logo



GV 7089/S \$499.90



GV 7075/S \$529.90

TOP
SELLER

TOP
SELLER



Sleek Logo Update

Touch Points:

- Luxury French Fashion House
- All sunglasses handmade in Italy
 - Timeless, elegant style
- Fave designer of Meghan Markle

First Ladies of Fashion: Givenchy has long been a favourite of the first ladies of fashion with its timeless, elegant style, dressing Audrey Hepburn, Princess Grace Kelly of Monaco, Jackie Kennedy and most recently Meghan Markle (now the Duchess of Sussex), who on May 19th 2018, for her wedding to Prince Harry, wore a custom designed Givenchy Haute Couture wedding gown.



Far left: Audrey Hepburn

Middle: Princess Grace Kelly of Monaco

Above: Meghan Markle (now the Duchess of Sussex)