

MISSONI

SPRING SUMMER COLLECTION

Missoni Kids reinterprets the time-honoured style canons of the brand, translating it into an adjusted version for children. A new point of view brings life to a clothing line in which the Maison iconic trait is reinvented to meet the little ones' tastes and needs.

Identity features such as the use of **slubby yarns**, the classic zig-zag, or the patchwork construction are enlightened by new, joyful and lively colours.

The collection expresses joy and cheerfulness, representing Missoni's iconicity's spontaneous and playful translation.

The selection of materials is linked to the heritage of the Maison and to the occasions of use: from the iconic multicoloured raschel to knitwear - the typical Missoni elements - to **fabrics** with a more sporty and fresh feel suitable for the summer season, such as cotton jersey, sweatshirts or fresh printed and plain cotton poplin.

The **colours** used belong to the same colour card used to create the summer collection of the primary line, creating full consistency in the development of the children's proposal.

The part dedicated to the **newborn** considers all the child's needs in his first months of life through a skilful choice of materials, including soft cotton customised with embroidery or prints.

Missoni Kids is a line conceived for children, where all the details are tailored to them.

Some garments from the first line are here faithfully reproduced following a **"mini-me"** version, including models such as 'The Cardigan' and 'Cardigan Rosita'.

In all the outfits, whether they are made from printed, jacquard or plain fabrics, the Maison peculiar identity mark is always recognisable thanks to the embroidery, patches, and stitching following the classic zig-zag pattern or the Missoni rust colour.