



# MISSONI MOMENTS

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## Summer 2017 Menswear



ARTWORK: Studio Fantastico PHOTO: Delfino Sisto Legnani SET DESIGN: Martina Lucatelli & Leandro Favalaro

- Keywords
- > Tradition  
> Intense Tones  
> Nature  
> Vibrance  
> Texture  
> Heritage

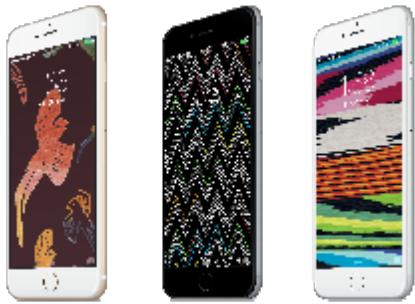
> Artisanal  
> Tropical  
> Sacred Quetzal  
> Mayan Gold  
> Embroidery  
> Guatemalan Cowboy

> Tribal  
> Folklore  
> Ornate  
> Decorative  
> Ancient  
> Indigo Blue

> Cochineal Red  
> Rituals  
> Mosaic  
> Geometric  
> Kaleidoscopic  
> Atemporal

### #missoniwallpaper

Download your Missoni wallpaper



Angela Missoni's latest imaginative adventure is to give a Missoni touch to your world by creating six new hd wall-papers with Missoni's iconic patterns and colorful pal-ettes for your handheld and wearable devices. Extraordinary and memorable designs from this seasons menswear and beachwear collections can now be up-loaded directly to your screens so you can revel in a little Missoni joy wherever you are. This first-edition series includes a quintessential, mul-ticolored zigzag pattern as well as the brilliant quetzal

bird motif seen throughout the Men's SS17 collection and an abstract space-dye pattern that blends together an unprecedented number of colors. These dynamic and graphic wallpapers, rich in color and texture, capture the very essence for which this unique Maison is so reputed; adding a touch of style and whimsy to your daily life. Upload these little pieces of digital art and exhibit your many colors by scanning the QR code provided below.

GET YOUR #MISSONIWALLPAPER



TEXT: Anthony Carson

# Devendra Banhart

Into the magic world of a singer, songwriter, eclectic performer and visual artist.



Follow Devendra taking over  
MISSONIOFFICIAL

TEXT: Giorgia Cantarini  
PHOTO: Andrew Arthur  
STYLING: Tara Nichols

Devendra Banhart is best known as an internationally famous musician and songwriter, but he is also quickly gaining a reputation as an imaginative visual artist. This is why Missoni decided to hand over their Snapchat account to Banhart on the occasion of the Spring Summer 2017 menswear show, which Devendra will surely turn into a mystical experience. Banhart is considered to be at the forefront of the freak-folk movement in New Weird America, and has challenged his vocals across diverse music genres. After first gaining attention from the demo tapes he recorded in his bathroom (for the natural reverb effect), Banhart has grown into a persona with worldwide appeal. The acid-folk, indie-rock artist is loved for his idiosyncratic career of defying expectations and inspiring musical trends. Not to mention is unwittingly great sense of style.

**You were born in Texas but grew up in Caracas, what do you like of these 2 different countries (if yes or not why?). How much do you think they somehow affect your music style?**

They are both still incredibly mysterious to me, tremendously romantic, but only because I haven't discovered the Texas, nor the Venezuela of my fantasies. I still have to deeply immerse in all the amazing things I've heard about in songs or that I've read about in the biographies of the the Texan or the Venezuelan artists or seen in the photos that my grandmother would show me. I think finding my roots is still in the process, I'd love to go back and find out, also wandering into the country side and skipping the big cities.

**Your music is influenced by...?**

By the paradox of trying to be explicit in my references and yet nuanced and subtle while doing so.

**Your music icons?**

I can go on for long. I can name Vashti Bunyan, This Mortal Coil, Harold Budd, Diane Denoir, Haruomi Hosono, Ryuichi Sakamoto, Maki Asakawa, Desmond Dekker, Yma Sumac, Anohni Caetano Veloso, Don Cherry, The Raincoats, Meredith Monk and many many more.



“

**Superb materials designed to merge into a forest, a mountain, a moths wing. Missoni is a rare bird indeed.**

”

- DEVENDRA BANHART -

**Your favorite song of all times?**

I thought about this for a long time and I'd love to hear other people answer to this. My favorite ones changes every second. It could be **Happy Birthday** as long as no ones singing it! I'm in a cafe in Kyoto and my traveling companion Ryu says, without a second thoughts, "The Rain". You've got to be Japanese to give a perfect answer like that!

**The artist you wish to collaborate with in the future?**

Marcelo Burlon and while I'm wishing the day away, Missoni!

**Can you tell us about your style? How much effort do you put into your image?**

Here in Japan they would say something like: Obaacha Niyashi, which roughly translates to a Gardening Grandma. How much effort ? I would say a lot.

**What do you like about Missoni style?**

It's so enigmatic. It feels humble and handmade, yet is tremendously luxurious. Superb materials designed to merge into a forest, a mountain, a moths wing. High-end fashion that's activated by a natural context. Missoni is a rare bird indeed.

**Can you tell us about your latest album? What does it talk about?**

It's called **Ape in Pink Marble**. It mostly deals with a root vegetable with erotic's vibe and cybercrime.

**Pick among your tracks the ones you would suggest for different occasions, what do they make you think of?**

I don't think I can do that with my music but I can certainly recommend the following : Love - April by Akira Kosemura Hope - Slave to Love by Bryan Ferry, Lift up your mood - Everybody Everybody by Black Box, Meditation - Silence or anything by Orthreilm

**What are your next projects?**

I'm currently in Kyoto working on a book of photos.

# Meet the Missoni boys

Discover the third generation of the Missoni family, talking about style, passions and future projects.

## FRANCESCO MACCAPANI MISSONI

### What is Sumirago for you?

For me it's always home and a real retreat for weekend. I decided to base myself in Milan two years ago, after a period in New York. I love to go to Sumirago on the weekend, and wake-up in the middle of nature in the countryside.

### When travelling what's in Francesco's suitcase?

I never forget the food for my dog, Johnny, who is my baby. I love travelling in a minimal way.

### What about the Missoni style?

I like the recognition of the quality of our garments that you can feel right away. I love especially the sweaters and light knits that I match with jeans and colourful Missoni socks. My looks go from casual and sporty to double breasted taylor made suits that I also feel very good in for special occasions.

### What are your biggest passions?

Photography, art, design and motors. I really enjoy modern and contemporary art exhibitions, especially when art can evoke strong emotions. My greatest passion is to cook, and I started cooking when I was a small child. I love to invite friends to my home, and the table is always an element that has forever distinguished our family. The setting of our table has always been very important for my grand mother and my mother. I grew up absorbing this passion to make it colourful and special. The simplicity of seasonal ingredients are the key elements of my Missoni family dishes. We love eating fresh vegetables and fruits that come directly from my mother's vegetable garden. Even while eating we enjoy having many different colours in our plates!

### What are your future projects?

I do not work in the family business but I attend all the most important moments for the company. I am partner of a financial advisory company. We invest in startup in the digital world, supporting our clients to build up their idea. I also hope to soon finalise a cookbook and a design project with my cousin Federico Maccapani.

## OTTAVIO MISSONI

### What are the Missoni projects you're most fond of?

I would say the real estate project in Miami, which is dynamic and eye-catching, and something I am very passionate about. Watching my grandmother Rosita and my aunt Angela being able to missonize the entire building is exciting and I think it makes us unique and brings Missoni into the future.

### Ottavio, what are your biggest passions?

I love to travel, and I'm especially keen on motorbikes. I used to race a lot and I recently compete in the Ath-



FRANCESCO MACCAPANI MISSONI (left) - OTTAVIO MISSONI



MICHELANGELO MISSONI (left) - GIACOMO MISSONI

ens – Gibraltar race. Two weeks on the road, sleeping in a tent, and for the occasion I was the official reporter for Riders magazine. I love the sea as well. It's such a vital element. I wait for the summer to do water-sports and kite-surfing. To relax I also like fishing - a passion I inherited from my father.

### What place do you feel particularly related to?

Besides Sumirago? Surely Sardinia. We have a house there, and I also love to go there in the off-season with friends or alone. I can really breathe there.

### When travelling what's in Ottavio's suitcase?

Well certainly a lot of magazines. And then some knitted garments, strictly Missoni, comfortable and suitable for any occasion. I like the convenience especially when traveling, and the Missoni knitted blazer is really the best for this!

## MICHELANGELO MISSONI

### What are your biggest passions?

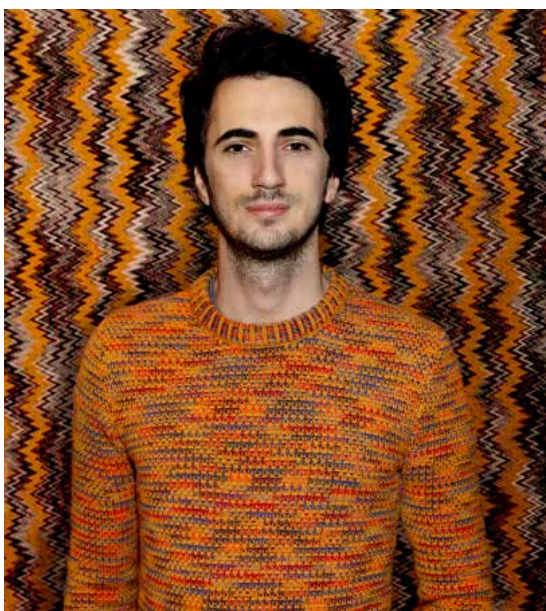
I have always been passionate about history as far back as I can remember, and always keep up with current politics. I love impressionist-era art (thanks to mom) and am a total geek for space (thanks to dad). My other passions include creative writing, photography, the drums, and cooking (although I'm sad to say I'm not very good at that). also If I'm somewhere and can scuba-dive, I'll be doing that.

### What do you love about the Missoni style?

Personally, I like to think of Missoni's style as capture movement. It allows the wearer to break away from the assumed order of life's colors, and to dare to be different.

### When travelling what's in your suitcase?

These days I always seem to either have my Korg Kaossilator Pro or my chess board packed.



MARCO MISSONI

### What are your future projects?

So far I plan to get my masters in photojournalism. And also hopefully help start a 3D printing company. I one day also hope to start my own Agro-processing company in Uganda. Helping small landholders secure higher profits for their crucial, and delicious crops.

## GIACOMO MISSONI

### Tell us something more about you, a passion of yours, for example...

I love sports, especially football. I grew up in playgrounds around Sumirago alongside my brother and my cousins. I find very stimulating all the outdoor activities. I love riding bikes, organising frequent trips in the countryside, backpacking, the freedom of two wheels and let's go! Maybe that's why I really loved Amsterdam. You can only travel by bicycle there.

### And Sumirago, what is that place like?

Sumirago represents my roots. It's the story of my large and wonderful family who were all born there, along with all the projects and opportunities. It's a magical place, close to the city and yet still unspoiled.

### When you are travelling what's in your suitcase?

I love the comfort of sportswear. And then of course some Missoni garments, of which I particularly like the 'formal' look with a perfect mix of dynamism and elegance.

### What is the place you always come back to?

No doubt it is our home in Sardinia. It's a real refuge that my grandparents built more than thirty years ago. I was born in mid-July, and every year for at least three weeks at this time, I have to switch off from the rest of the world and connect with that sea and those beaches. That's what makes me really feel at peace.

## MARCO MISSONI

### What do you love about the Missoni style?

I love Missoni's diversity - the way it distinguishes itself from the other brands, not only in terms of design but also in production. The Missoni style is unique and has a very strong identity which is something very rare in the history of Fashion. Generally I like to dress with ease; nice sneakers, trousers and of course a sweater. I like interesting sneakers, socks with patterns, nerdy t-shirts, baseball caps and recently I began to like wearing long-sleeved polo shirts. I would describe my style as easy but polished.

### How do you like to spend your free time?

I like to practice sport in general, mainly soccer, basketball and motorsports. I usually go to watch soccer matches, especially when Juventus is playing. After 11 years of playing basketball as a professional, now I just follow it. And as for the motors, all I can say is that the first time I sat on a motorcycle, I was so young I was barely able to write my name! It was from that moment that everything began. Last but not least there is film. I really love cinema and its ability to make me feel great emotion.

### If only for one day you had super powers, how would you use them?

I would try to help others during the day, but then during the night I would use them exclusively for my personal interests.

### Which are your future projects?

Beyond starting a master's degree, I have some entrepreneurial projects going on; an app and a project linked to the food industry. Furthermore – and nobody knows this - I am writing a screenplay, to try and see where this passion takes me. It's really fun to think and dream a lot.



# MISSONIFLORENCE

From past to present, Missoni is back to Florence with a flagship store

Ottavio and Rosita Missoni have always cherished their special, emotional link with the city of Florence, which, thanks to Giovanni Battista Giorgini, hosted their catwalk debut in the Sala Bianca in 1967.

This is a memorable story since this particular Missoni show was the source of a huge scandal. At the fashion show at the Palazzo Pitti, Rosita realized that the models did not have the right colour of underwear to match with the knits, so she decided to send them out without bras, only for the spotlights to reveal the models’ bare breasts under the fine knits. This generated a media storm with titles like, “Do the Missoni’s believe Pitti is the Crazy Horse?”. But while the Missonis were banned from Pitti, a month later Yves Saint Laurent launched “the nude look” in Paris. In 1970 Tai and Rosita were invited by Pitti again and returned to Florence presenting a collection of great success, setting the way for a new style renowned worldwide as ‘put together’.

Today Missoni opens in Florence its first boutique in the heart of the city, at 77 Via Porta Rossa. The boutique concept was conceived through a collaboration between Angela Missoni and architect Patricia Urquiola, who translated the Missoni codes creating an environment with different colours, textures and materials to highlight the Missoni fashion collections for women, men and children.

Show credits

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Makeup provided by M.A.C

thanks to:



# MISSONISTORIES

Matthew Zorpas  
The Gentleman Blogger



Gentleman in name and gentleman in fact, he is considered one of the most important online influencers at the moment. More than posting, this man relays narratives of style, dispenses advice on how to compose a look and, through his travels, inspires followers around the world. This is Matthew Zorpas, a Cypriot who calls London home, a blogger and founder of thegentlemanblogger.com and author of a book that speaks to vices and virtues of life in the city, called “London 100, A Gentleman’s Guide.” Zorpas has been recognised as the 2nd Best Dressed Man in Britain by Esquire Magazine UK in 2010, GQ Taiwan crowned him one of top five best dressed men in the world in 2013, and recently GQ UK has just named him one of top 10 best dressed men on Instagram in 2016.

What inspired you to start your blog?

The Gentleman Blogger started four years ago. With a background in PR and communications, and considering my passion for style it seemed a natural transition at the time. I remember I was having a tea with Diane Pernet when she suggested I should develop my own personal platform of influence. After 2 days I bought the domain and the adventure was soon ready to begin. The platform hopes to inspire viewers to visit places that they haven’t been before, to taste something different or wear something that they would otherwise never have the courage to wear.

What defines a modern gentleman? Who are your followers?

A modern gentleman embodies integrity and honour, and takes a great effort in all of his interactions with others. He also has a great interest in style, art, culture and fine dining while appreciating travel

and the discovery of new cultures. My followers span from the age of 25 to 38 years old and I have a 75% male readership based mainly in the UK and US.

What do you consider stylish?

There are no rules anymore. There are no definitions. To me it’s something natural. I just open my closet and choose what I like best; it’s more a matter of taste. I admire certain people for their personality, their work and of course their style. One of them is definitely Federico Fellini, the Italian director. His attitude, his work and his look express a unique vision, and something I aspire to.

What do men shop nowadays?

I think the possibilities are endless, or maybe there were always lots of choice but somehow men were lazy for a long time and didn’t experiment, or were perhaps reluctant to shop as much as women. Now they can purchase bow-ties, different styles of hats, pants, suits, sportswear, tech accessories for phones/pc/tablets, shoes from trainers to brogues, and of course bags in all kinds of different sizes. Even the backpack has come back and jewellery has been rediscovered.

What is your favorite social media platform at the moment?

Snapchat is really under my skin at the moment. It is my daily platform of communication and my favourite social platform because it’s the most immediate one, real and live.

What’s your favourite place in the world and why?

My favourite place is Rio de Janeiro and I go there once or twice a year. It is place where I find my peace, inspiration and makes me



feel like it’s spiritually right for me to be there. It has recently come back on the fashion maps but it’s more than that to me. I love nature and getting my eyes lost into the blue of the sea. The vibe, energy, great food and music along the streets are the ingredients of this incredibly charming city.

What connects you to Missoni?

My association with Missoni goes back to when I was 15 when I wanted to have a Missoni scarf. It was one of my first desires as a kid moving into the world of fashion. I love the colours, the tradition that the brand creates, the vision and the family feeling that is tied up to the brand’s image. I find it one of the very last Italian brands that stands for originality, that has not been bought by a big corporation and it is still able to innovate and propose both quality and creativity at the same time. This is what connects me to Missoni.

TEXT: Giorgia Cantarini  
PHOTO: Jake Lewis  
SPECIAL THANKS: Baglioni Hotel London

M A S T H E A D  
Missoni Moments

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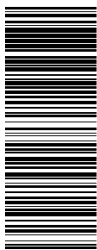
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