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Oggetto : Moschino new creative Directors

Testo del comunicato

Vedi allegato

MOSCHINO

MOSCHINO APPOINTS LORIS MESSINA AND SIMONE RIZZO AS CREATIVE DIRECTORS

Moschino announces the appointment of Loris Messina and Simone Rizzo as its new Creative Directors, effective immediately.

Founders and Creative Directors of Sunnei until September 2025, Loris Messina and Simone Rizzo will assume creative responsibility for Moschino.

The duo's debut for the House will be unveiled in September 2026 during Milan Fashion Week.

Massimo Ferretti, Executive Chairman of Aeffe S.p.A:

"In the evolution of a fashion house, the ability to balance identity and innovation is essential. Loris Messina and Simone Rizzo possess the qualities required to embrace this challenge: a contemporary creative vision, a deep cultural sensibility and the ability to develop relevant and distinctive creative languages. We are confident that their contribution will further strengthen Moschino and support its growth in the years ahead".

Loris Messina and Simone Rizzo:

"We have always admired Franco Moschino's ability to challenge conventions through creativity while maintaining a clear and consistent voice. It is a rare quality. Moschino has always embodied this attitude as a cultural house driven by a strong, recognizable and radical point of view, using pop culture as a critical tool rather than merely an aesthetic language. Taking on the Creative Direction of the House means embracing this legacy and projecting it into the present, reinforcing its relevance and its ability to shape the contemporary cultural imagination".

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