



MISSONI

EYEWEAR

– Brand overview

An Italian family always in fashion



Tied to the aesthetic innovation and technical invention that have always changed the identity of knitwear, Missoni is one of the best known, loved and recognized fashion and design brands in the world.

Missoni style is the result of a partnership and a marriage between Ottavio and Rosita who decided, in 1953, to set up a knitwear business, and were soon at the cutting edge of Italian fashion.

They affirmed an unmistakable way of dressing and living: with a colorful “put-together” of zigzag motifs, stripes, waves and slub yarns in a patchwork of geometric and floral jacquard. Their children Vittorio, Luca and Angela grew up closely involved with the business, and became co-creators in a project that continues to seduce and influence the contemporary lifestyle with its pioneering multicolored aesthetic vision. Under Angela Missoni’s Creative Direction the brand has fine-tuned its communication style, bringing it up to date in accordance with the modern dynamics.

Missoni is now one of the best representatives of Italian fashion and design excellence around the world.

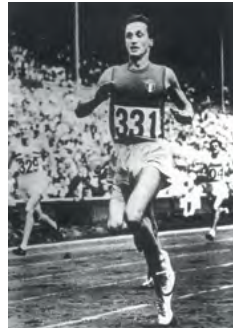
– Story

Through the threads of time



Missoni iconic style has remained unique and inimitable through the decades becoming one of the most renowned fashion brands in the world.

– Story



Ottavio and Rosita meet in London where he participates in the Olympics.

19
48



The label Missoni appears for the first time in a collection presented at La Rinascente.

19
58



Missoni makes its debut as a costumier for Lucia di Lammermoor at the Teatro La Scala of Milan.

19
83



Missoni launches a new fragrance with Estée Lauder. Margarita Missoni is the face of the advertising campaign.

20
06



The Missoni Family and Fondo FSI announce the agreement related to the acquisition of an interest in Missoni S.p.A..

20
18

19
53

Ottavio e Rosita MISSONI get married and start their knitwear business.



19
73

The Missoni family receives the Neiman Marcus Fashion Award, equivalent to the Oscar Award in Fashion.



19
98

Angela Missoni is named Creative Director of the Maison, thus commencing a new era for the brand.



20
13

Through YOOX, e-commerce launches on missoni.com.



20
20

Following the signing of a new license agreement with Safilo, the Missoni Eyewear Collection is launched on the world market.



– Brand values

Comfort
Effortless
Laid back

Made in Italy
Excellent craftsmanship

Colorful
Creative
Knitwear & prints

Ironic
Joyful
Optimistic

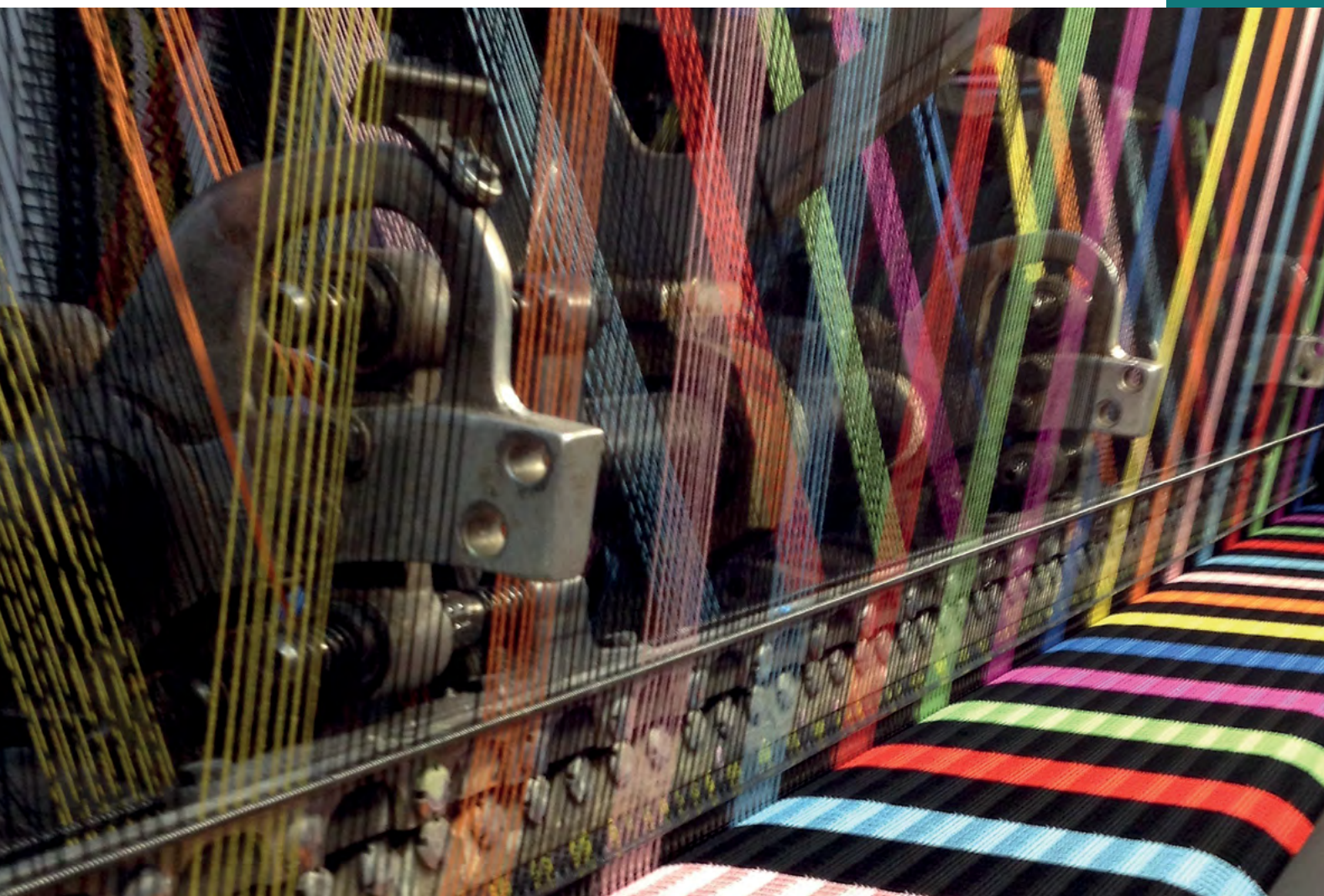


Unconventional
Trendsetter
Pure, no compromises
Strong DNA

Family
Tradition
Storytelling communication

– Product and Creativity

Made in Sumirago, Italy.



The distinctive qualities of a Missoni garment are founded in a unique patrimony and skills that have been painstakingly conserved in Sumirago, Italy, where most of the fabrics are produced with very rare traditional looms, that cannot be found in the production processes of any other fashion brand. Missoni treasures the artisanal pleasure of working on a creation, in all its myriad details, through the whole process: from thread dyeing, to knitting the fabric, from the cutting to the finishing. A work culture that feeds on both ancient and modern techniques and a continuous research. Missoni is an excellence of Made in Italy, a quality which is handed down from generation to generation. As Angela Missoni says: "My parents invented a style. In fashion a style is a very rare thing, it is like having invented a language. The work I have done for the past 20 years it's to have updated its lexicon".

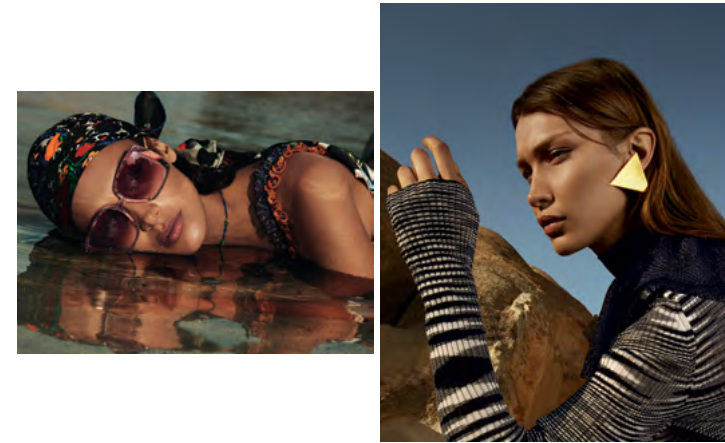
Many colors for a unique style



womenswear



menswear



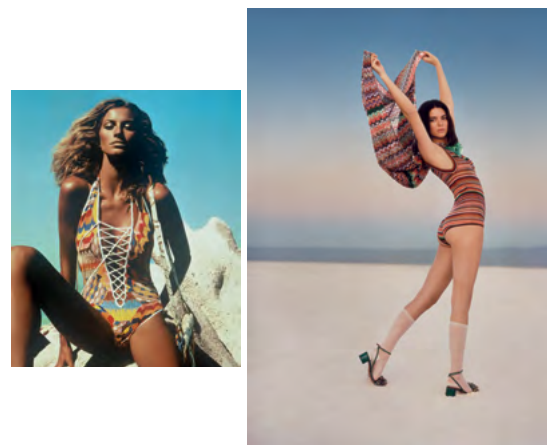
accessories



fragrances



kidswear



beachwear



homewear

– Missoni Eyewear Collection

A colourful vision

The art of mixing colors and turning them into emotion is what makes Missoni a one of a kind brand, with a unique, iconic style and a timeless natural elegance. This same DNA has been craftily infused into the new eyewear collection. Every frame contains a vast amount of work and creativity, in which heritage and innovation play a key role.



A symphony of colorful charm and lightness is obtained by combining not only exclusive archival patterns, but also by inserting authentic Missoni fabrics into the designs. It's an alchemic process that takes the most exquisite eyewear materials to explore a new territory of vision and imagination.

– Missoni Eyewear Collection

Iconic details



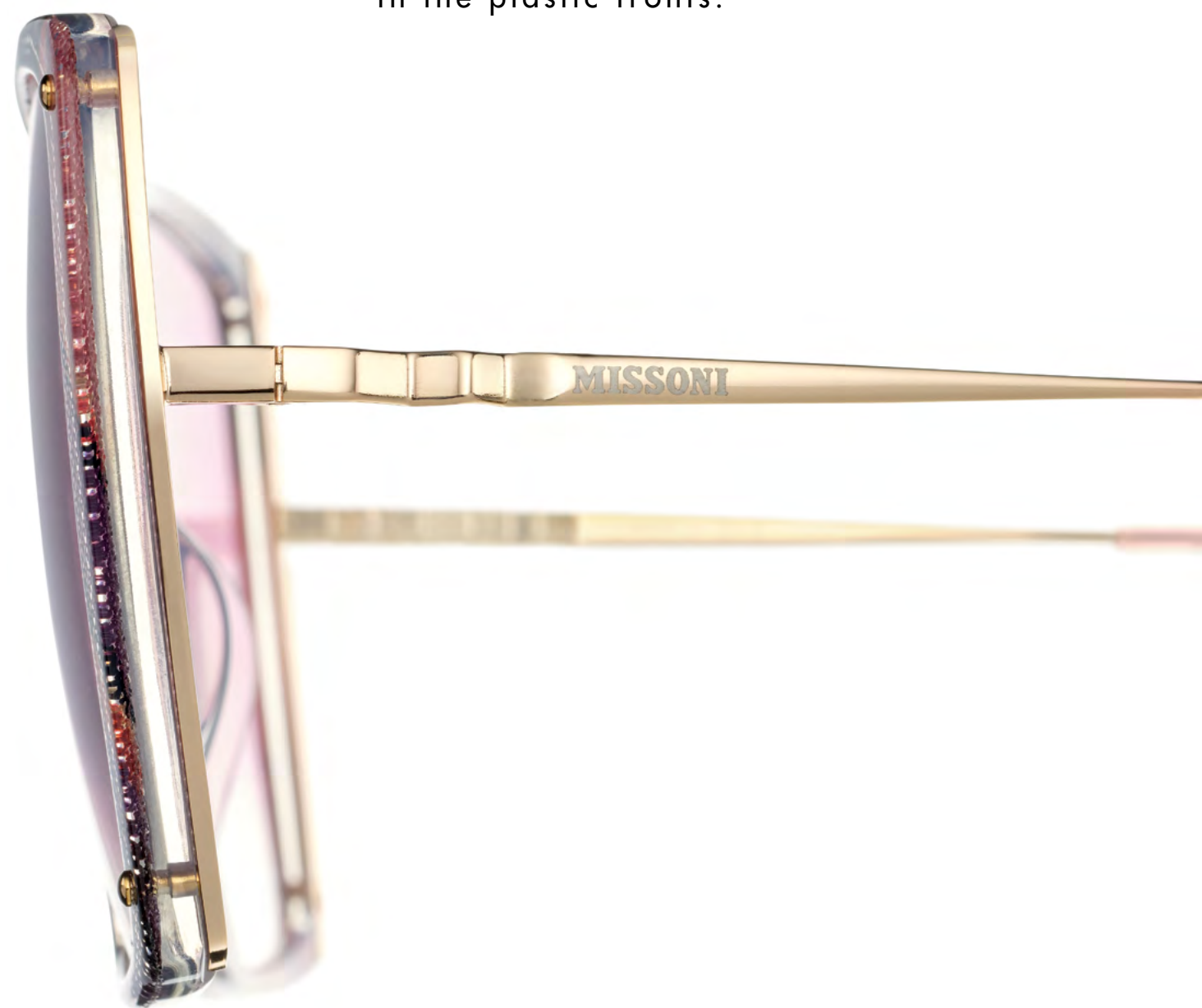
Authentic Missoni fabrics
Iconic end-tips
3D zigzag details
Missoni logo on lenses
Missoni nose-pads
Missoni inspired materials

– Missoni Eyewear Collection



Missoni Fabric

A tribute to Missoni's heritage
with real iconic fabrics incorporated
in the plastic fronts.



- A balanced mix of fashionable and easy-to-wear shapes
- Light metal temples with subtle zigzag shape in top view
- Signature end-tips

– Missoni Eyewear Collection

– Missoni Fabric
Spring Summer 2021 Edition



- Bold, high-visibility fashionable styles
- Colored piping contouring the front, both in tone or in contrast
 - Iconic metal or strass studs
 - Dedicated zig-zag shaped hinge

MIS 0001/S
Size 56 - 23 - 125



MIS 0002/S
Size 58 - 17 - 140



MIS 0003/S
Size 56 - 14 - 140



MIS 0004/S
Size 59 - 16 - 140



MIS 0025/S
Size 56 - 18 - 145



- Missoni Fabric - Sun

MIS 0026/S
Size 53 - 19 - 145



MIS 0040/S
Size 52 - 22 - 145



MIS 0041/S
Size 50 - 23 - 145



MIS 0042/S
Size 54 - 23 - 140



– Missoni Eyewear Collection

MIS 0005

Size 54 – 16 – 140



MIS 0006

Size 53 – 15 – 140



MIS 0027

Size 54 – 17 – 145



MIS 0028

Size 54 – 17 – 145



– Missoni Fabric – Optical

MIS 0043

Size 50 – 22 – 140



MIS 0044

Size 52 – 18 – 145



MIS 0045

Size 54 – 17 – 145



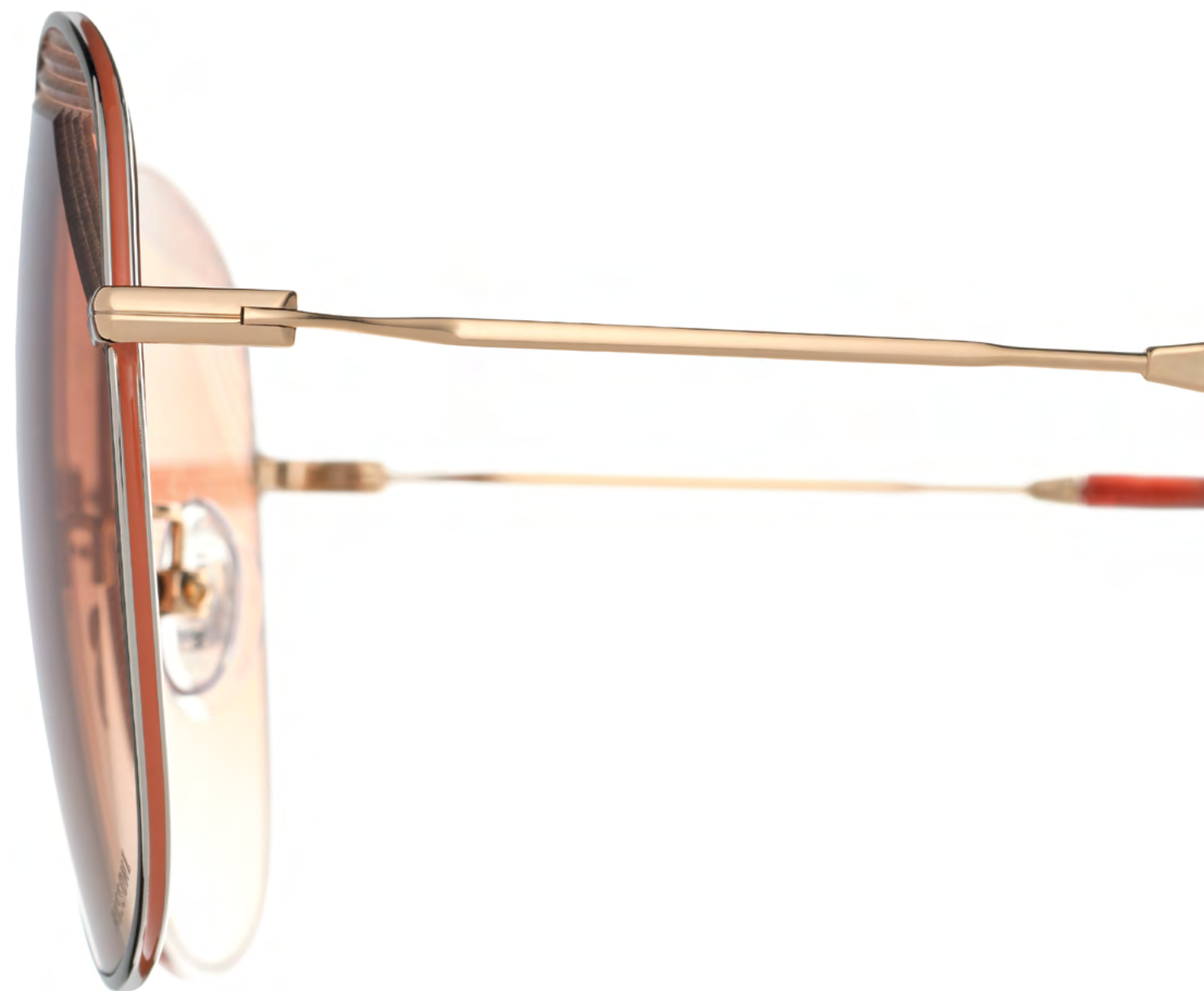
MISSONI



– Missoni Eyewear Collection

Missoni Spillo

A celebration of the zigzag,
Missoni's most iconic detail.



- A classic product story combining metal temples with metal or acetate fronts
- Zigzag 3D laser pattern on lenses
 - Ultra light metal temples
 - Varnished low relief on rims

– Missoni Eyewear Collection

– Missoni Spillo
Spring Summer 2021 Edition



- Sophisticated light temples featuring jewel-like constructions and details, interpreted in the unmistakable Missoni way
- Missoni logo hot printed on rich marble-patterned tips and lasered on sun lenses

– Missoni Eyewear Collection

MIS 0014/S

Size 59 - 17 - 145



MIS 0015/S

Size 60 - 15 - 145



MIS 0033/S

Size 51 - 23 - 145



MIS 0034/S

Size 53 - 21 - 145



– Missoni Spillo – Sun

MIS 0052/S

Size 59 - 17 - 145



MIS 0053/S

Size 62 - 17 - 145



MIS 0054/S

Size 53 - 18 - 140 (frame + clip on)



MIS 0016
Size 55 - 17 - 140



MIS 0017
Size 54 - 17 - 140



MIS 0018
Size 52 - 17 - 140



MIS 0035
Size 52 - 19 - 140



MIS 0036
Size 49 - 19 - 145



- Missoni Spillo - Optical

MIS 0055
Size 52 - 18 - 140



MIS 0056
Size 50 - 20 - 140



MIS 0057
Size 53 - 15 - 140 / 55 - 15 - 145



MIS 0058
Size 53 - 15 - 140 / 55 - 16 - 145



– Missoni Eyewear Collection



Missoni Cuspidi

A precious interpretation
of the Missoni Cuspidi logo is the indisputable
protagonist of this rich product story.



- Elegant shapes with semi-bold and bold sections in line with the latest trends
- Vibrant color palette recalling the unique Missoni slub
 - Cuspidi» metal trim logo on temples
- Zigzag pattern on internal and external metal core
 - Exclusive hinge with heritage design

– Missoni Eyewear Collection

– Missoni Cuspidi
Spring Summer 2021 Edition



- Elegant shapes with semi-bold and bold sections in line with the latest trends
- Voluminous silhouettes in front view reveal thin profiles in top view thanks to internal milling
- New palette featuring light colored, translucent acetates, played both tone-on-tone or in contrast
- Iconic zig-zag rivets on front
- Dedicated vintage-inspired hinge decorated with lively enamels, combined with diamond effect metal core
- 3D Cuspidi logo in matte colors, in tone or in contrast with the temples

MIS 0007/S
Size 54 - 17 - 140



MIS 0008/S
Size 56 - 17 - 140



MIS 0009/S
Size 60 - 15 - 140



MIS 0010/S
Size 56 - 16 - 140



MIS 0029/S
Size 54 - 18 - 145



- Missoni Cuspidi - Sun

MIS 0030/S
Size 49 - 20 - 145



MIS 0046/S
Size 51 - 21 - 145



MIS 0047/S
Size 50 - 24 - 145



MIS 0048/S
Size 52 - 21 - 145



– Missoni Eyewear Collection

MIS 0011

Size 56 – 15 – 140



MIS 0012

Size 51 – 17 – 140



MIS 0013

Size 50 – 16 – 140 / 53 – 16 – 140



MIS 0031

Size 52 – 17 – 145



– Missoni Cuspidi – Optical

MIS 0032

Size 49 – 19 – 145



MIS 0049

Size 52 – 20 – 145



SS 2021
ADV STILE

MIS 0050

Size 48 – 20 – 145



SS 2021

MIS 0051

Size 50 – 18 – 145



SS 2021



MISSONI

– Missoni Eyewear Collection



Missoni Leisure

A 100% optical product story offering
an unbeatable value for money.



- Premium integrated flex hinge as functional and decorative element
 - Rich acetates with glitter decoration
 - Metal plaque logo on the inside of left temple

– Missoni Eyewear Collection

– Missoni Leisure
Spring Summer 2021 Edition



- Tri-layer acetates on fronts
- Glued acetate detail on lugs matching the tips, for a discrete touch of color
- Metal plaque with logo outside the temples

– Missoni Eyewear Collection

MIS 0020

Size 50 - 19 - 140



MIS 0021

Size 53 - 164 - 140



MIS 0022

Size 53 - 16 - 140



MIS 0023

Size 52 - 16 - 140 / 54 - 15 - 140



– Missoni Leisure – Optical

MIS 0024

Size 54 - 16 - 140



MIS 0038

Size 54 - 15 - 140



MIS 0039

Size 53 - 15 - 140



MIS 0059

Size 53 - 19 - 143



– Missoni Eyewear Collection

MIS 0060

Size 52 – 16 – 135 / 54 – 17 – 140



MIS 0061

Size 54 – 16 – 135



MIS 0062

Size 52 – 16 – 140





MISSONI

– The boutiques

All the shades of an extraordinary visibility



In collaboration with Patricia Urquiola, the world-famous architect renowned for her vision and creative range, a new boutique concept was developed with the aim of giving maximal visibility to the strong aesthetic of the collections and makes it the real protagonist of the space. The new boutique is an organic environment that plays on various tones and textures with collages of stripe-and-zigzag motifs on boiserie, panels, walls and ceilings. It features accessories displayed on transparent shelving in multicolored tables and modular cases.





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EYEWEAR