Max Mara Fashion Group partners with Margherita Maccapani Missoni in new Max&Co collab

By Godfrey Deeny - 11 October 2021

Max&Co has teamed up with Margherita Maccapani Missoni in the first of a new series of design partnerships entitled &Co. llaboration.
The unusual new linkup will debut with a capsule entitled ‘Shall We?’ for summer 2022, to be designed in partnership Missoni, the granddaughter of the founder of the house of Missoni.

The 35-piece capsule is intended as a relaxed, downtime wardrobe, and includes a scarf as a top; a parka as a dress; or a blazer with nothing underneath. Embroidered cardigans that can be worn with bikinis or tailored trousers, sundresses with sandals or ankle boots and a jacket for cooler evenings. The goal: versatile pieces that transition from holiday to home with liberated ease.

In preparing this capsule, Margherita studied the Max&Co. ’90s archives and catalogues for inspiration, riffing on the decade’s clean-cut attitude.

The designer even threw in a few tongue-in-cheek daisies, seeing as Margherita is the Italian for that flower, found across the Shall We? collection as embroideries, appliqués and prints.

“Shall We? is my motto: a light and joyful approach to fashion that also captures an anything-is-possible attitude in life,” said Missoni in a release.
The collection marks a creative return for Margherita, who stepped down from her position as designer of Missoni's diffusion line M Missoni in the wake of Fondo Strategico Italiano gaining control of the family business. The talented designer even takes on a second role; modelling the collection she designed.

The &Co.laboration capsules are intended to be ongoing part of the Max&Co. story, where friends of the brand – from established names to emerging talents – are invited to collaborate on capsules, putting their own spin on the house's distinct codes, the release added.

Max&Co. is part of Max Mara Fashion Group and distributed online and in over 400 stores worldwide. The collection will be available online and in stores starting from February 2022.

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