Marni to show at New York Fashion Week

By Dominique Muret - 28 July 2022

New York's women's fashion week is looking increasingly attractive with the addition of another prestigious name to its program. Following in the footsteps of other fashion labels, Marni, owned by Renzo Rosso's Italian fashion group OTB, has decided to present its Spring/Summer 2023 collection in the Big Apple on the evening of September 10, as revealed to the press by the brand's artistic director Francesco Risso.
"This fashion show is part of a new strategy initiated after the 2020 lockdowns with the desire to explore new territories," explained the fashion house, confirming the announcement made by Risso to Vogue Business, without, however, revealing the location of the show.

The show will be accompanied by events in the brand’s three New York stores and will again be organized in collaboration with Iranian-born American artist and creative director Babak Radboy and British-American musician Dev Hynes.

In September 2020, Marni launched its video project "Manifesto," which saw its summer 2021 designs worn by all different types of people in different international metropolises, from Dakar to Tokyo. The project was filmed and subsequently broadcast digitally. Seeking to get ever closer to its community, the house orchestrated a memorable show in Milan a year later, involving everyone in the show, from its staff to the audience.

The New York event should allow the brand "to reconnect with its audience," as Risso explained, revealing his plans to "go on tour" thereafter. New York should therefore be the first stop of a world tour that will take Marni away from the Milanese catwalks to parade its collections all over the world. After the United States, the label will head to Asia in February.

Marni is the latest brand to announce its move to New York in September. Fendi will also be present with a special show to celebrate the 25th anniversary of its Baguette bag. Tommy Hilfiger will return to the city after three years, as will Italian brand Chiara Boni, which after the pandemic chose to show last January in Florence. Puma is also returning to the Big Apple after a five-year absence with a "phygital" show that will combine both sportswear and ready-to-wear. Cos, the premium brand owned by the Swedish H&M group, will be walking for the first time on the New York catwalk.

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