

MOSCHINO®

THE HISTORY

Franco Moschino was born on February 27th, 1950.

1978/83

For eleven consecutive seasons he designed the Cadette collection.

His work on the Cadette collection heralded what became one of his most famous personal and stylistic traits.

1983

First fashion show of Moschino women's collection (S/S 1984) is presented in Milan.

1984

The second womenswear Fashion Show at the Fiera in Milan confirms the success of the previous season.

1985

The first Moschino menswear collection (S/S 1986) is presented at the Regal Palace in Milan.

1986

The first Moschino Jeans womenswear collection is launched

1987

Moschino launches the first fragrance

1988

The first Moschino CheapAndChic collection is launched (A/W 1988/89).

1989

The first Moschino boutique opens in Milan, Via S. Andrea.

1990

Opening of the second Moschino boutique in Via Durini, Milan for the Moschino CheapAndChic and Moschino Jeans collections.

1991

Franco Moschino decides to stop having Fashion shows.

1992

Franco Moschino launches his first "social awareness" advertising campaign.

1993

An exhibition is held in Milan to celebrate the first ten years of Moschino's.

The book "X years of Kaos" is published.

A fashion show of historical dresses is held at the National Theatre in Milan.

1994

Franco Moschino dies on the 18th of September.

Rossella Jardini, Franco's collaborator since 1981, becomes Creative Director.

1995

Sculptural objects representing our "historical symbols" are displayed in various places in Milan, accompanied with the word "forever".

1996

"Cheap and Chic" and "Oh! De Moschino" perfumes are launched.

Opening of the Moschino boutique in Rome, Via Borgognona.

1997

Launch of Moschino men's fragrance "UOMO?"

Moschino boutique opens in Osaka, Japan.

MOSCHINO S.p.A.

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società soggetta alla direzione e coordinamento di AEFSE S.p.A.

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1998

Opening of the Moschino boutique in London, Conduit Street.

1999

Moschino becomes part of the Aeffe Group.

Moschino stores open in Taipei, Taiwan and Hong Kong.

2000

Aeffe Fashion group sells 30% of Moschino S.p.A to SINV S.p.A., the Moschino Jeans collection licensee since 1994

2001

Opening of the Moschino Boutique in Capri, Via Camerelle.

2002

The Boutique in Via Durini, Milan moves to Via della Spiga.

Opening of the first Moschino boutique in Berlin, Friedrichstrasse.

2003

Moschino celebrates 20 years.

Creative, commercial and communication offices join together in the new Milan headquarters in Via San Gregorio 28, Milan.

Opening of the flagship stores in Paris, Rue de Grenelle, and Moscow, Petrovsky Passazh.

2004

Moschino opens the second Moscow boutique located inside GUM

2005

The first Moschino boutique in Bombay opens at the Taj Mahal Hotel.

2006

Moschino creates scenic costumes for the sign-bearers at the opening ceremony of Winter Olympic Games in Turin.

Moschino presents the project "Twilight" for Furniture Week.

Moschino stores open in Almaty- Gogol Street, Riyadh-Kingdom Centre and Taipei- Mall 101.

2007

Moschino presents the project "Lighting" for Furniture Week.

In September the Moschino boutique at Via della Spiga opens with a completely new concept.

Launch of Moschino "Funny" fragrance.

Moschino and Allison sign a licence agreement for the Moschino Eyewear collection.

2008

The Moschino Jeans Label changes its name: Love Moschino is born

Moschino presents the project "My Better Half" for Furniture Week.

Moschino and Altana sign a licence agreement for Moschino, Baby, Kid and Teen collections.

Launch of Moschino Helmets in licence agreement with Max Safety Fashion and Moschino CheapAndChic Watches and Jewels in licence agreement with Binda Group.

Opening of the boutique in New York, Kiev, Ekaterinburg and Dubai.

2009

Moschino opens the virtual boutique moschinoboutique.com

Moschino presents the project "Soft Construction without Boiled Beans" for Furniture Week.

Boutiques are opened in Doha, Jeddah and corners at the Coin department store in Milan, El Corte Inglés in Madrid and Printemps in Paris.

Moschino dresses the Coca-Cola Light Contour bottle.

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2010

Opening of the hotel "Maison Moschino", viale Monte Grappa 12 Milan.

The new travel line from Moschino "Lost & Found" is launched

Launch of the perfume Moschino Toujours Glamour.

Moschino exhibits the retrospective "Inside Moschino" at GUM in Moscow.

Moschino presents the projects "Bits & Pieces" for Furniture Week.

2011

Launch of Moschino Forever, the new Moschino fragrance for men.

Moschino designs the official uniform of Aironi rugby team.

For Furniture Week in Milan Moschino presents the project "Dots and Stripes".

Moschino launches a limited edition capsule collection of leashes and collars, Moschino Pets.

Moschino updates its official website, which is now available in Italian, English, Chinese and Russian and www.moschinoboutique.com for iPads. Moschino opens a Chinese profile on Weibo, the most popular social network in China.

Moschino participates as special guest in the III Edition of Cali Expo Show in Colombia.

A new showroom, fully dedicated to Love Moschino, is opened in Milan, next to the Headquarter.

In Paris, Moschino relocates and opens a new boutique in Rue du Faubourg Saint-Honoré, next to Champs Elysées.

2012

For the first time Moschino CheapAndChic shows during London Fashion Week with its Autumn/Winter2012-2013 collection. The change aims to give a stronger and more autonomous personality to the line.

For the international furniture week in Milan, Moschino and altreforme create a collection of scenographic furniture. The products are inspired by Italian Harlequin mask and are made entirely in aluminium.

The new Moschino fragrance for women is launched: it is Moschino Pink bouquet. The advertising campaign shot by Giampaolo Sgura with the American model Kendra Spears, is a success.

Moschino participates in Tel Aviv Fashion Week as the international special guest

The iPhone case "Gennarino, the bear by Moschino" debuts for Vogue Fashion's Night Out. Gennarino is sold out in few hours and shortly becomes a worldwide cult item.

Moschino renovates its historic boutique at Via Sant'Andrea with Architect Michele De Lucchi's new concept.

Moschino's eclectic style is the perfect inspiration for a project that has created the new image of the fashion house through the look and mood of its boutiques.

The illusion of mirrors, silk-screen prints, and hidden lights help create a magical, unexpected ambiance with eccentric substitutions such as the floor that becomes a ceiling, the ceiling that becomes the floor, infinite wardrobes, and the window display inside a cage

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2013

Following Gennarino's success, Moschino launches a new iPhone case: it's Luisa the Goose's turn. The boutique in Rome relocates to Via Del Babuino. The 1000 square meter flagship store is the first boutique to carry all the lines: Moschino, Moschino Uomo, Moschino CheapAndChic, Love Moschino, Love Moschino Uomo, Moschino Baby Kid Teen.

Moschino takes part to "Punk: Chaos to Couture" exhibition at the Costume Institute of the Metropolitan Museum of Art in New York with four pieces thanks to the unexpected and provocative collections that have been created over the years.

The Moschino Uomo Spring/Summer 2014 collection and, for the first time, the Moschino resort collection are presented with a fashion show and an event in Shanghai to underline the importance of one of the most strategic Asian market territories and to emphasize Moschino expansion.

Rossella Jardini creates a special collection to celebrate Moschino's 30th anniversary. The capsule collection honours and interprets all the Moschino signature symbols that have marked the brand for the last three decades since its establishment.

The Moschino Spring/Summer 2014 fashion show celebrates the 30th anniversary of the brand. The fashion show includes a retrospective exhibition with 15 looks from the archive. A live performance of Franco Moschino's favourite artist Gloria Gaynor ends the show.

Moschino.com unveils a new look. The Store is now fully integrated into the website, a strategic choice that underlines the importance of the online retail area powered by YOOX Group; the Experience channel is updated too and now offers a fluid and immediate structure.

Moschino and Samsung announce a partnership to launch a brand new series of GALAXY Note 3 accessories in the form of peace signs in black/gold and white/silver combinations and heart-shaped accessories in white/red and white/gold.

In October Jeremy Scott is appointed Creative Director of the brand.

The appointment respects the DNA of the brand as Jeremy Scott represents not only an eclectic and contemporary communicator but most of all a designer capable of re-interpreting the identity and the essence of Moschino.

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2014

“THIS IS THE NEW FLAVOUR”

Jeremy Scott debuts with the Moschino Donna Fall/Winter 2014 -2015 collection during Milan Fashion Week. The collection inspired by fast-food, cartoons and fun characters such as SpongeBob, brings together the iconic ingredients of the brand’s heritage yet looks to the future with energy and enthusiasm.

Moschino launches a new capsule collection “Fast Fashion – Next Day after the Runway” – a set of ten items displayed on the catwalk, right after Jeremy Scott’s first show for Moschino.

Love Moschino opens its first flagship store in Milan, housing the Love Moschino Donna and Love Moschino Uomo clothing, accessories and footwear collections.

In addition to launching the new *store concept*, the Milan opening takes on special significance for introducing the symbol wanted by Creative Director Jeremy Scott: a graphic element that combines and superimposes the M monogram of Moschino with the heart shape, an ever-present iconographic motif of the brand.

Moschino advertising campaign Fall/Winter 2014 -2015

For the Fall/Winter 2014-2015 advertising campaign, Creative Director Jeremy Scott chose photographer Steven Meisel to interpret the concept of his first collection at Moschino. Shot in New York, the campaign stars Linda Evangelista, Stella Tennant, Carolyn Murphy, Saskia DeBrow, Karen Elson and Rachel Zimmerman. Make up by Pat McGrath, hair by Guido Palau and styled by Carlyne Cerf De Dudzele.

MOSCHINO UOMO GOES TO LONDON

Moschino Menswear Spring Summer 2015 designed by Jeremy Scott debuts at the London Collections: Men

MOSCHINO DONNA SPRING/SUMMER 2015

Jeremy Scott features a collection inspired by the most famous Californian Girl in the world: Barbie at the Moschino Spring/Summer 2015 show during Milan Fashion Week.

Moschino’s “straight off the runway” philosophy continues with the Moschino Spring/Summer 2015 capsule collection - an exclusive selection of clothes and accessories featuring the most famous blonde doll in the world as our icon: the legendary Barbie designed by creative director Jeremy Scott and released for immediate purchase right after the Spring-Summer 15 show.

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