Moschino seeks to move upmarket with its sophisticated boutique

By Dominique Muret - 29 July 2022

Moschino is continuing its repositioning strategy that includes revamping its product offering, taking greater control of its supply chain and introducing a new store concept, which has just been unveiled in Milan. The Italian fashion house has set up its new flagship store in the heart of the city’s luxury quadrilateral, at 26 Via della Spiga, with a completely updated, more chic and minimalist style.

Gone is the wacky and ironic décor, brimming with fun furniture and oversized props that previously distinguished the brand’s stores. This new location features a more minimalist and sophisticated style as well as luxurious materials such as marble for the giant checkered floor, gold lacquered wood for the shelves and opaque copper for the clothing racks.
The Aeffe Group's flagship brand has chosen to close its two Milanese stores in Via Senato and Piazza Gae Aulenti to focus on this more prestigious location. The store is in fact part of the major Spiga 26 redevelopment project by real estate developer Hines. The huge building the new store is located in also houses the Sergio Rossi, Borsalino and Drumohr stores, as well as the new Kering headquarters in Italy.

"This store is meant to be a statement. It must show the direction in which the brand is going. Our goal is to further elevate the status of Moschino. This is reflected in the new style of the store, as well as by highlighting the more elegant ready-to-wear, putting the street, sport and loungewear style that we've been exploring in recent years in the background," explained the fashion house's CEO, Stefano Secchi.

The project was entrusted to architect Andrea Tognon, who has also designed the Celine and Bottega Veneta boutiques. The sleek design, precious materials, neutral palette and large mirrors scattered throughout immediately create an elegant atmosphere. However, the quirky and offbeat spirit of the brand and its artistic director Jeremy Scott can still be found in the furniture and some decorative elements, such as on a grand antique column near the window, or turned upside down and transformed into a bench, or on the large golden frames and baroque tables juxtaposed like a mosaic, where the accessories are displayed.

The 380 square meter space is spread over two floors. The women's department (including ready-to-wear, accessories, and shoes) occupies the ground floor, while the first floor houses the men's and children's collections. This new design concept will be rolled out throughout the brand's entire network of stores, starting with its London and Rome stores, as well as in new points of sale that will soon be opening in Qatar, Saudi Arabia and China.

For the past year, Moschino has been in the middle of a major restructuring. The company took direct control of its distribution in China, where it opened a subsidiary. It has also taken over management of the Love Moschino line, which was previously developed under license by Sinv. Meanwhile, the Aeffe group acquired full ownership of Moschino by purchasing the remaining 30% of the brand's capital. Moschino represents 79% of Aeffe's total sales. According to the group's recently published financial results, the brand saw its sales increase by 8.1% in the first half of 2022 to €139.5 million.

"We are continuing our policy of streamlining licenses in order to strengthen our control over our clothing lines. We will soon announce a new project in our portfolio," said Secchi. With the aim of elevating the brand's positioning, the structure of the ready-to-wear collections has been revised, mainly by emphasizing certain categories such as knitwear, dresses and jackets, while jersey items have been narrowed down. Accessories will also be taking center stage, especially footwear.