



Moschino (Made in Italy)

By Mariuccia Casadio

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Regarded as the "bad boy" of Italian fashion, Franco Moschino was one of the most popular designers of the 1980s. His anarchic collections using bold designs and striking prints often created fashion headlines. This volume presents a memoir of his work. The "Made in Italy" series is dedicated to the key figures in Italian fashion. The main section of each book traces the concepts and characteristics of a particular designer's work in both text and photographs. Interviews with members of staff, comments by style-setters such as Anna Wintour and Diana Vreeland, a chronology and a list of international boutique addresses, complete the guide.

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Moschino (Made in Italy) By Mariuccia Casadio Bibliography

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Editorial Review

Amazon.com Review

Fashion is rarely seen as a forum for communication. However, Italian fashion designer Franco Moschino has long used it as his soapbox. *Moschino*, a collaboration with graphic designer Luca Stoppini, presents his shop window, rather than his clothing, as the vessel for communication. Taking cues from the bold graphics of Moschino's designs--such as the shirt that proclaims "For fashion victims only" and the bathing suit that shouts "SAVE OUR SEA"--each shop window is an elaborately constructed message. Organized into months, the book traverses 12 years 12 times, living and reliving the years between 1989 and 2000 as if a camera were in front of the shop window all that time, recording these installations. There is not much more offered beyond this series of photographs, so it is not quite a fashion book, nor is it a book about designing shop windows, yet it shows the potential of both to speak, and loudly. --*Juliette Cezzar*

Users Review

From reader reviews:

Angel Gardner:

Moschino (Made in Italy) can be one of your beginner books that are good idea. We recommend that straight away because this reserve has good vocabulary that may increase your knowledge in vocab, easy to understand, bit entertaining but nonetheless delivering the information. The article writer giving his/her effort to put every word into pleasure arrangement in writing Moschino (Made in Italy) but doesn't forget the main stage, giving the reader the hottest in addition to based confirm resource facts that maybe you can be one among it. This great information can certainly drawn you into brand new stage of crucial thinking.

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