

AEFFE

MOSCHINO

PRESS RELEASE

AEFFE: Moschino appoints Jeremy Scott Creative Director

San Giovanni in Marignano, October 29, 2013 - Moschino SpA - a company controlled by AEFfe S.p.A. - announces that Jeremy Scott has been appointed Creative Director of the brand.

The collaboration will commence with the Fall/ Winter 2014-2015 collection, which will show during the Milan Fashion Week in February 2014.

A decision, taken in full compliance with the brand's DNA, as, Jeremy Scott, not only is an extremely eclectic and contemporary communicator, but he is especially a designer capable of reinterpreting the identity and essence of Moschino. The change is aimed at revitalizing the brand and consolidating its stylistic uniqueness for a better valorisation both in terms of positioning and visibility across international markets.

Born in Kansas City, Missouri, Jeremy Scott has a diverse experience across the fashion world: beyond collaborations with brands such as Adidas, Linda Farrow, Longchamp, Swatch and Smart, he launched his eponymous label in 1996 and collaborated with many designers including Christian Louboutin and Stephen Jones alongside internationally renowned stars the likes of Madonna, Rihanna and Lady Gaga.

Maison Moschino thanks Rossella Jardini for her long and sincere collaboration, so much that she will always remain an important point of reference thanks to her precious contribution to the brand's development since 1994.

AEFFE S.p.A., a company listed on the STAR segment of Borsa Italiana, is among the leading international players in the luxury sector. Aeffe SpA manufactures and distributes renowned brands such as Alberta Ferretti, Moschino, Pollini, Emanuel Ungaro and Cédric Charlier.

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