

The background is a blurred, grayscale image of a modern architectural structure, possibly a stadium or arena, with a grid-like pattern of lines. The main focus is a large black rectangle containing the word 'MOSCHINO' in white, bold, sans-serif capital letters.

MOSCHINO

By Taylor Barbuto & Minji Kim

Vision of Moschino

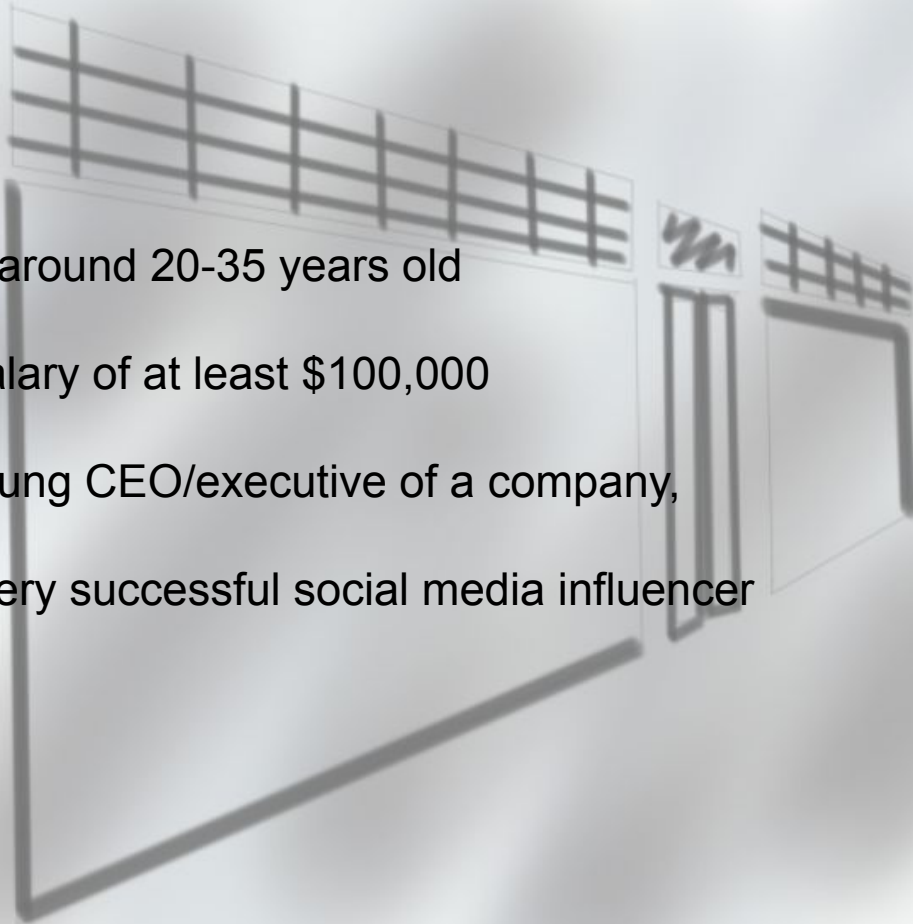
- To offer an alternative to the traditional fashion system, create its own fashion trends rather than following anyone else's.

This creativity is expressed through a combination of new stylistic elements each collection. Which translates the overwhelming joy of fashion and an easygoing approach into an exciting storyline.



Target

- A millennial, around 20-35 years old
- An annual salary of at least \$100,000
- Either the young CEO/executive of a company,
or a very successful social media influencer



Social Influences



Anna Dello Russo

- The editor-at-large of Vogue Japan
- Over 1.6 million followers on Instagram



Hennessy Carolina

- Over 4.6 million followers



Cristina Musacchio

- A fashion influencer
- 1 million followers



Ludovica Bizzaglia

- An Italian actress
- Over 740k followers on Instagram

Competitors

BETSEY JOHNSON.



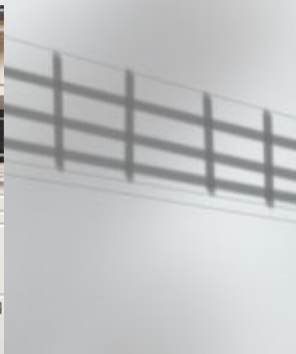
NEW YORK
JEREMY PARIS
BEVERLY HILLS **SCOTT**

**CHRISTIAN
COWAN**

Competitors Contd.



Competitors Contd.



**CHRISTIAN
COWAN**

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DIPPED IN SEQUIN BIKER JACKET



CRYSTAL EMBELLISHED MESH SLEEVELESS TOP



PLEATED FAUX LEATHER MINI SKIRT

Competitors Contd.



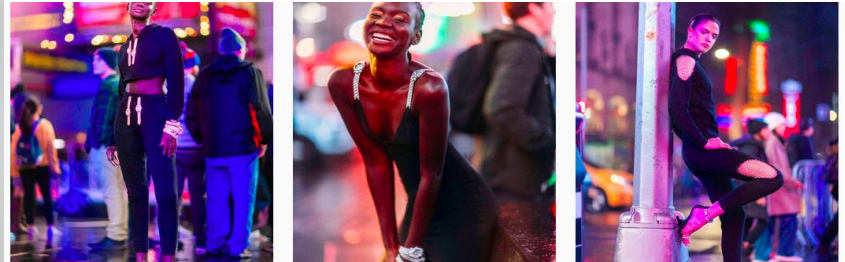
Moschino F/W 2019



Jeremy Scott F/W 2019



Betsey Johnson



Christian Cowan Pre-Fall 2019



Trendspotting in Moschino's F/W 2019 Runway



Trendspotting contd.



Our proposal



Details

