

POLIMODA

Fashion after lockdown: resetting values, ethical sustainability and a no seasons revolution. Margherita Maccapani Missoni in the latest episode of Polimoda Duets "Ethics over Aesthetics"

Florence, May 21st 2020 – The new episode of Polimoda Duets "Ethics over Aesthetics" is online, revealing an interview with Margherita Maccapani Missoni, Creative Director of M Missoni and heir of one of the most important families representing Italian fashion. In virtual conversation on Zoom from her office in Sumirago with journalist, writer and teacher Marina Baumgartner, the designer talks about the difficulties of lockdown and **how we can build on what happened to create a better, more ethical and sustainable future.**

"I think it's time to reset everything," she explains in the video. "We continued to work remotely, with the company closed and production suspended. We are committed to making things work remotely. We had to do things that I hope we will never have to repeat such as the fitting of knitwear on mannequins without the presence of a natural person to arrange the garments. But at the same time, we learned many things; most of our meetings can be effectively completed remotely and we can save a lot of time."

"I am very positive about the future. I see a bright future ahead of me and I think that this period, although very difficult for many people on a personal level and for many companies on a business level, forced us to reset the direction of some things that were going too far. It has helped us reevaluate many aspects of our lives and many things will change in a positive way as a result."

Speaking of the future of fashion world, the designer underlines how ethical sustainability will be increasingly affirmed, a fundamental part of M's DNA, a brand focused not only on the launch of the collections, but equally proud to communicate a system of values in which consumers can also identify with the brand's aesthetics.

"Fashion must be in harmony with the spirit of the time in which we live. I am convinced that what is not sustainable will soon be out of fashion, it will no longer be an ethical choice, but an obligatory choice. There will soon be sustainability laws and rules to follow. Today, however, all this is still up to us: for every move we make, whether in production or for an event, we must ask ourselves if there is a more sustainable way of doing things, what impact it could have and if doing it is possible." A thought summarized in her concept "You only live more," which can be applied to both material things and ideas: do not throw something away after a single use, use what you already have, reinterpret it and give it a new life, whether it be a fabric or a concept.

The future following the Covid-19 emergency will also make the "no seasons revolution" more current than ever — something Margherita was already working on, but the market wasn't quite ready for: *"Since launching M, I have been working on this idea, but it was not easy to adapt it to the more commercial side of the business. But now, after the Covid emergency, it is time to rethink it, because there will be many necessary changes, including positive ones. I strongly believe in selling appropriate clothing for the current season, I don't think people really want to buy a coat in May when they're thinking about the summer ahead. My idea is two collections a year, with multiple drops and different distribution for specific occasions during the seasons."*

The video is part of the Polimoda Duets series which has already featured Marina Abramovic, Marco Bizzarri and Linda Loppa. With the Duets project, Polimoda connects with the world of art, fashion and all contemporary culture,

Polimoda Press Office

Tessa Pisani – press@polimoda.com
Tel. +39 055 2750675 – Mob. +39 335 6079408

www.polimoda.com

POLIMODA

interviewing key figures with a new exclusive video-interview format. In each episode, contemporary culture icons are interviewed by fashion journalists, influencers or researchers to discuss key topics in modern society.

“If education is what links culture to the professional world, our role as educators is to accompany young people in their discovery and understanding of these two universes. The combination of these two factors is essentially what forms the foundations of their personal identity and professional growth,” says Polimoda director Danilo Venturi. *“Here at Polimoda, we’ve chosen to give a voice to contemporary leaders, offering our students – and the general public – the chance to meet them, listen to them and treasure their words. And if Marina Abramović is an art icon, Marco Bizzarri is one of the most significant voices in fashion business and Linda Loppa is an important part of the history of fashion education, Margherita represents, at this moment in time, the new era of Italian fashion.”*

Video Polimoda Duets: Margherita Maccapani Missoni

<https://youtu.be/aR6uHmXzJA>

Credits:

Idea: Danilo Venturi

Interview: Marina Baumgartner

Video & Music: Piero Fragola & Elephant Studio

Images: <http://bit.ly/Polimoda-Duets>

Polimoda Press Office

Tessa Pisani – press@polimoda.com

Tel. +39 055 2750675 – Mob. +39 335 6079408

www.polimoda.com