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AEEFFE

ALBERTA FERRETTI

MOSCHINO

PHILOSOPHY
DI
LORENZO SERAFINI

POLLINI

ADRIAN APPIOLAZA APPOINTED CREATIVE DIRECTOR OF MOSCHINO

Milan, January 30, 2024 – The House of Moschino is pleased to announce the appointment of Adrian Appiolaza as the new Creative Director.

With a decade of experience as Women's Ready-to-Wear Design Director at Loewe, alongside J.W. Anderson, and previously in the same role at Chloé with Clare Waight Keller, Appiolaza will oversee the Women's, Men's and Accessories collections of the Maison, reporting to the Executive Chairman of Aeffe S.p.A., Massimo Ferretti.

Adrian Appiolaza will make his debut with the Fall/Winter 2024 Women's collection, which will be showcased on February 22nd at 6:00 PM CET at the Museo della Permanente during Milan Fashion Week. This location holds a significant place in the brand's history, as the "Società per le Belle Arti ed Esposizione Permanente" hosted the historic exhibition "*Moschino - X anni di Kaos! 1983-1993*" in 1993, celebrating the first decade of the brand founded by Franco Moschino.

We are happy and honored to welcome Adrian to the Aeffe family," says **Massimo Ferretti**, Chairman of Aeffe S.p.A.. "With his arrival at Moschino, Adrian brings with him a unique wealth of experience, creativity and knowledge of the history of fashion that will be instrumental to write a wonderful new chapter in the adventure of the brand founded by Franco Moschino. I was immediately struck by the explosive creativity of Adrian, a personality full of energy and enthusiasm, elements that have always distinguished the history of the Moschino brand. I wish Adrian all the best to build a great success story with us".

"The jackets with 3-D postcards, the dress with a skirt made with twenty bras, the countless trompe-l'oeil: as a creative and a collector, the list of creations by Franco Moschino that have entered the history of fashion is almost endless. The essence of his talent, for me, is to inhabit his time – a mission he carried out with enviable lightness, opening a window for all of us to imagine, in our own way, the future. I am deeply grateful to Massimo Ferretti for allowing me to access the world of Moschino, as well as entry into a House whose walls exude a history that I am eager to hear. I am ready to transport the Maison into a new chapter, with a theatrical touch, in the pure style of Moschino" says **Adrian Appiolaza**.

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