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Media Release

## **TARGET UNVEILS ITALIAN DESIGNER MISSONI FOR ITS NEXT COLLABORATION**



Target Australia today announced it is partnering with iconic Italian design house, Missoni, to deliver its biggest-ever designer collaboration to Australian stores on October 8, 2014.

The Missoni for Target range will launch in 60 retail stores nationally and online at [target.com.au/missoni](http://target.com.au/missoni) as part of the retailer's 'Designers for Target' program.

Target Managing Director, Stuart Machin, said the Australian retailer has built a successful history of designer collections and the collaboration with Missoni would be its best yet.

"We are so thrilled to have worked with Missoni on this project; never before have Missoni agreed to build an exclusive range with an Australian retail brand. This partnership is a first for Missoni, for Target, and for the Australian consumer," Mr Machin said.

Mr Machin said that Missoni for Target will be Target's biggest ever designer collaboration with over 220 products in the collection and will launch instore and online at [target.com.au](http://target.com.au) on 8 October.

"Missoni has been at the forefront of global fashion for over 60 years, while Target has been a much-loved part of the Australian retail landscape, delivering affordable fashion since 1925," Mr Machin said

"This collaboration has been over 14 months in the making, and the Missoni and Target teams have worked tirelessly to ensure the collection offers amazing fashion and quality at great prices.

"I'm sure our customers will be queuing up to get their piece of iconic Missoni style, whether it is for themselves, their family or their home."

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Missoni Creative Director, Angela Missoni, said it was the first time Missoni has collaborated with an Australian brand on a complete lifestyle collection.

“We thought Australia was the perfect setting for a collaboration and Target the perfect partner,” Mrs Missoni said.

“There are many similarities between the Italian culture and the Australian culture, mainly in the attitude. The attitude we have of enjoying the nature, enjoying the sun, enjoying life and taking it with a little bit of easiness.”

Mrs Missoni has overseen the design of the collection, which features Missoni’s signature bold colours, textures and patterns across womenswear, menswear, kidswear, homewares and outdoor furnishings. The range also features several exclusive prints.

“It is in fact a very unique brand. We don’t need a logo to sign our clothes, you would recognise a Missoni from afar - from its pattern, from its textures,” she said.

“I hope that really whole Australian families can enjoy the Missoni collection for Target because there is something for everybody, there is something that everybody can have fun with.”

Mr Machin said the majority of the Missoni for Target collection is priced between \$10- \$129, with several statement pieces available for \$169.

“We believe Australians will fall in love with the Missoni for Target collection as it has something special for everyone, whether it is a beautiful printed dress, a beach towel or a photo frame,” Mr Machin said.

“With the great prices on the collection, customers will be able to buy one piece or a whole set for a complete Missoni for Target look.”

Mr Machin said Missoni for Target heralded the reinvigoration of the ‘Designer for Target’ program, which was launched in 2006.

“Target is passionate about working with like-minded brands to make high-end fashion accessible to people everywhere,” he said.

“The Missoni for Target collection underlines our commitment to the Designer for Target program, and raises the bar for future designer collaborations.”

**-ends-**

**For more information on the Missoni for Target collection and stockists  
please visit [target.com.au/missoni](https://target.com.au/missoni) #missonifortargetaus**

## Missoni for Target Range Summary:

### Apparel

- Womenswear – Apparel, Footwear & Accessories, Swimwear, Sleepwear Intimate Apparel
- Menswear – Apparel, Footwear & Accessories
- Childrenswear – Apparel, Footwear & Accessories, Swimwear

### Homewares

- Bathroom
- Bedroom
- Decorator
- Tableware
- Soft Furnishings
- Stationery

### Outdoors

- Outdoor Beach
- Outdoor Dining
- Outdoor Living
- Pet Accessories

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