

Moschino appoints Adrian Appiolaza as new creative director

Moschino has named Adrian Appiolaza as its new creative director, overseeing women's, men's and accessories collections at the Aeffe-owned house, reporting to Aeffe executive chairman Massimo Ferretti.



Source: <https://twitter.com>

Appiolaza succeeds Davide Renne, who was hired from Gucci to replace longtime Moschino designer Jeremy Scott, but died suddenly in November 2023 - just days of taking on the new role.

Appiolaza joins Moschino from Loewe, where he spent a decade working under Jonathan Anderson as women's ready-to-wear design director. Previously, he held the same position at Chloé working under Clare Waight Keller.

"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," Ferretti said in a statement.

Appiolaza will present his first collection for the house on 22 February 2024 at Milan Fashion Week.