

## **The Block**

### **January 20, 2011**

## **Missoni SS 2011**

Nobody seems to have as much fun with fashion as Missoni, as proven by the pop acid rainbow of S/S2011. Geometric shapes and tribal prints characterize the youthful collection. Though still helmed by Angela, the collection's exuberance likely results from young Margherita Missoni's growing involvement with the brand – as outfits splashed with the likes of "shake your rump" and "let your backbone slip" will testify.

Missoni's campaign, once again shot by Juergen Teller, is ever a family affair. On the heels of last year's home-base photoshoot, Teller presents three generations of Missoni all rocking the label. Joining the fashionable clan is a playful, utterly charming Leighton Meester, giving Blake Lively a run for her money as most fashionable *Gossip Girl* veteran.

The campaign is partly inspired by '60s pop artist (Sir) Peter Blake and The Beatles' "Sergeant Pepper's Lonely Hearts Club" album cover. Set against the backdrop of Blake's madcap circus-themed exhibit at London's Museum of Everything, the simple, flowing silhouettes and splashy patterns seem right at home.

The lively energy of the collaged collection translates perfectly in the live action preview. Shot by up-and-coming British photographer/director Mel Bles, the video is a digitally assembled kaleidoscope of the campaign's faces and figures.