

01 / THE HOUSE STORY

The people. The point of view.

THE BEGINNING

Consuelo Castiglioni

Consuelo Castiglioni founded Marni in Milan in 1994. The Italian house became known for unexpected color, print, texture and proportion across ready-to-wear and accessories, with artisanal materials and playful design often more distinctive than the relatively simple MARNI wordmark. Use 1994 as the founding anchor and runway/retailer archives for season-specific prints and silhouettes. Creative-era changes can alter label and product details while retaining the MARNI name, so exact season context is more useful than assuming one timeless tag.



From the Sui Generis catalog

FOUNDED

1994

ORIGIN

Milan, Italy

WHY THE DETAILS MATTER

Modern Marni style/product references can help identify exact category, print, color and material through product archives. No universal public one-of-one serial/date code applies across the house, so establish code function before interpretation. Before 'decoding' anything, identify what kind of identifier it is: RN/business ID, style/article number, size code, supplier/production reference, serial, date mark, season code, inventory barcode, RFID/NFC or digital passport. Different identifier types answer different questions and are not interchangeable. Read the Marni care label literally before trying to date it.

Research and catalog observations are distinct. See the linked sources in this guide. Dates describe the cited records; a last recorded year does not establish a line closure.

An independent educational guide by Sui Generis. Unaffiliated with the featured designer; these references cannot establish an individual item's authenticity.

Names, lines & relationships

Marni

Parent luxury fashion house / mainline

Ready-to-wear, bags, footwear, jewelry and accessories.

Marni Kids

Children's category line

Children, toddlers and babies; apparel, footwear and accessories.

Marni mainline is the parent fashion house. Marni Kids is an active children's category extension covering children, toddlers and babies.

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A story in chapters

1994

Marni

House origins · Consuelo Castiglioni

COLLECTION CONTEXT

Consuelo Castiglioni founded Marni in Milan in 1994. The Italian house became known for unexpected color, print, texture and proportion across ready-to-wear and accessories, with artisanal materials and playful design often more distinctive than the relatively simple MARNI wordmark. Use 1994 as the founding anchor and runway/retailer archives for season-specific prints and silhouettes. Creative-era changes can alter label and product details while retaining the MARNI name, so exact season context is more useful than assuming one timeless tag.

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04 / A WORKED EXAMPLE FROM OUR CATALOG

Read the label. Find the details.



THE COMPLETE ITEM

MARNI Size XS White Print Cotton Long Sleeve Shirt

Marked size = the item’s original label. As a US company, Sui Generis lists a US size comparison; use the relevant brand/category chart and actual measurements to check fit.

THE LABEL / MARKING DETAIL



01 / WHAT YOU CAN READ

MARNI

02 / HOW TO USE IT

The red lettering is a visible design feature of this woven label. Preserve its spacing and placement in a photograph rather than trying to date the piece from color alone.

03 / WHAT TO CHECK NEXT

No readable composition, size or season is supplied by this view. Request the care label and product reference to make the research specific to the garment.

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Research & image credits

Based on the existing Sui Generis guide research and credited references. Catalog photographs are Sui Generis images. Brand names identify the subject; this guide is independent and unaffiliated. Share complete sheets with their credits and a link to the guide.

<https://www.marni.com/en-us/marni-story.html>

<https://www.marni.com/en-ca/help?content=legal-modello231>

<https://www.marni.com/>

<https://www.marni.com/en-us/kids/>

<https://suigenerisconsignment.com/products/marni-size-xs-white-print-cotton-long-sleeve-shirt>

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SIZING / HOW TO READ OUR CATALOG

Marked size & your US size

The marked size is the size printed on the item's original label. Sui Generis is a US company, so our catalog uses a US size comparison to help our customers shop. A US listing size may therefore differ from the number on the designer's tag; it does not change the item's original marked size.

READ THE SIZING SYSTEM

FR or F means French; IT, I or ITA means Italian; JP means Japanese; UK or GB means British; US or USA means United States. D or DE means German. EU (or UE on some labels) denotes a European size where the relevant brand and category chart uses it. French and Italian clothing numbers are not interchangeable, and a manufacturing country does not identify a sizing system.

JAPANESE & BRAND NUMBERED SIZES

Some Japanese designers use their own numbered sizes, such as 1, 2 or 3. These are brand sizes, not automatically US sizes or a universal Japanese conversion. Use the chart for the specific brand, line and item.

MATCH THE CATEGORY. CHECK THE MEASUREMENTS.

When a tag prints several national sizes, retain the brand's own size table instead of substituting a generic conversion. Women's clothing, men's tailoring and footwear need different charts. Letter sizes, denim and accessories also need their own fit information. Compare the original marking, the relevant chart and actual measurements. Vintage fit, alterations and cut can change the fit; a US comparison is a guide, not a guarantee.

If the sizing system or original marking cannot be confirmed from the available photograph, we say so rather than assigning a country or inventing a conversion.

REFERENCE READING

Nordstrom: designer clothing conversion reference

Maison Margiela: category-specific size guide

Yohji Yamamoto: measuring garments

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