

The people. The point of view.



THE BEGINNING

Ottavio Missoni & Rosita Jelmini

Missoni was founded in 1953 by Ottavio Missoni and Rosita Jelmini and became an emblem of Italian knitwear through innovative yarns, color and pattern. Zigzags, stripes, geometrics and abstract florals are major house signatures, but the archive also includes multiple historical lines and a wide range of apparel and accessories. Use 1953 as the founding anchor. For vintage knitwear, label/line research and period catalog or retailer evidence are key; for modern pieces, product references can help identify exact pattern and material. Current mainline branding should not be projected backward onto discontinued sublabels.

FOUNDED

1953

ORIGIN

Italy

WHY THE DETAILS MATTER

Modern Missoni products use style/product references that can help match pattern, color and category. Vintage labels may carry different manufacturing or line information. No universal public serial/date decoder applies across the house's long knitwear archive. 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 Missoni 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

Missoni

Parent luxury fashion house / mainline

Women's and men's ready-to-wear, knitwear, swim, accessories and footwear.

Missoni Home

Home and interiors category line

Home textiles, bath, cushions, pouffes, tableware, furnishings, rugs and wallpaper.

Missoni Kids

Children's category line

Girls' and boys' apparel, swim, footwear and accessories.

Missoni mainline is the parent fashion house. Missoni Home is a distinct home/interiors product system and Missoni Kids is the children's category extension.

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A story in chapters

1953

Missoni

House origins · Ottavio Missoni & Rosita Jelmini

COLLECTION CONTEXT

Missoni was founded in 1953 by Ottavio Missoni and Rosita Jelmini and became an emblem of Italian knitwear through innovative yarns, color and pattern. Zigzags, stripes, geometrics and abstract florals are major house signatures, but the archive also includes multiple historical lines and a wide range of apparel and accessories. Use 1953 as the founding anchor. For vintage knitwear, label/line research and period catalog or retailer evidence are key; for modern pieces, product references can help identify exact pattern and material. Current mainline branding should not be projected backward onto discontinued sublabels.

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04 / A WORKED EXAMPLE FROM OUR CATALOG

Read the label. Find the details.



THE COMPLETE ITEM

MISSONI Size S Brown Wool / Viscose Knit Fit Flair Bell Sleeve Dress

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

M MISSONI · MADE IN ITALY

02 / HOW TO USE IT

Keep the initial M in your notes and searches: the label shown reads M MISSONI. The complete wording is useful when comparing the piece with the guide’s brand-family section.

03 / WHAT TO CHECK NEXT

The line name is not a fiber specification. Photograph the composition and size tags, and use dated references before assigning the garment to an era.

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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.missoni.com/en-us/storelocator/italy/milano/via-solferino-9

https://www.missoni.com/neutral/careers.html

https://www.missoni.com/

https://www.missoni.com/en-us/home-collection/

https://www.missoni.com/en-us/kids/

https://suigenerisconsignment.com/products/missoni-size-s-brown-wool-viscose-knit-fit-flair-bell-sleeve-dress

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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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