

The people. The point of view.



THE BEGINNING

Franco Moschino

Franco Moschino launched Moschino in Milan in 1983, building a house known for satire, pop imagery and fashion commentary. The archive includes mainline Moschino plus secondary and historical labels such as Cheap and Chic, Moschino Uomo, Moschino Jeans and later Love Moschino, so line identification is a first authentication step. Anchor the house at 1983 and Cheap and Chic in the late 1980s. Later diffusion/secondary labels evolved and some names changed, so date pieces through exact label wording, runway/catalog evidence and product references rather than a single logo timeline.

FOUNDED

1983

ORIGIN

Milan, Italy

WHY THE DETAILS MATTER

Modern Moschino product and care labels can contain item/style references; licensed and secondary-line products may use different manufacturer or product formats. Identify the line first, then match any code to the same category, material and season. 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 Moschino 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.

02 / THE BRAND FAMILY

Names, lines & relationships

Moschino

Parent fashion house / mainline

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

Love Moschino

Diffusion / contemporary line

Apparel, bags, footwear and accessories.

Moschino Jeans

Historical / denim-focused diffusion identity

Denim-led casual apparel and accessories.

Moschino Cheap and Chic

Historical diffusion line

Women's ready-to-wear and accessories.

Moschino Kids

Children's category line

Children's apparel, footwear and accessories.

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A story in chapters

1983

Moschino

House origins · Franco Moschino

COLLECTION CONTEXT

Franco Moschino launched Moschino in Milan in 1983, building a house known for satire, pop imagery and fashion commentary. The archive includes mainline Moschino plus secondary and historical labels such as Cheap and Chic, Moschino Uomo, Moschino Jeans and later Love Moschino, so line identification is a first authentication step. Anchor the house at 1983 and Cheap and Chic in the late 1980s. Later diffusion/secondary labels evolved and some names changed, so date pieces through exact label wording, runway/catalog evidence and product references rather than a single logo timeline.

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04 / A WORKED EXAMPLE FROM OUR CATALOG

Read the label. Find the details.



THE COMPLETE ITEM

MOSCHINO Size 4 Gray Cotton Skirt

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

MOSCHINO CHEAP AND CHIC · I
38 · D 34 · F 34 · GB 6 · USA 4

02 / HOW TO USE IT

CHEAP AND CHIC is part of the label identity, while the country abbreviations belong to a size table. Record both without shortening the line to MOSCHINO alone.

03 / WHAT TO CHECK NEXT

These size-table country names do not say where the garment was made. Read the separate country and composition wording and check the measurements.

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SOURCES / SEPTEMBER 2026 EDITION

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.moschino.com/en/pages/brand>
- <https://www.moschino.com/en>
- <https://www.cameramoda.it/en/associazione/news/920/>
- <https://www.moschino.com/>
- <https://suigenerisconsignment.com/products/moschino-size-4-gray-cotton-skirt>

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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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