

# YOOX

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## “MUMMY AND ME”

by Margherita Maccapani Missoni Amos exclusively for YOOX



This fall, YOOX, the world’s leading online lifestyle store for fashion, design and art, is debuting an exclusive “mummy-and-me” pajama capsule collection by Margherita, Margherita Maccapani Missoni Amos’ eponymous kidswear brand, which was launched on YOOX in March 2015.

The collection, featuring three exclusive models designed for mothers and children age 3 to 12, playfully reinterprets the *daisy*, the fun logo of the brand, through different prints, color combinations and fabrics.

*“When asked to design a ‘mummy-and-me’ collection, I immediately thought of pajamas, since we all wear them! Pajamas are beautiful to wear anytime of the day, not strictly for bed-time,” says Margherita Maccapani Missoni Amos “and a collaboration with YOOX inspired me to design unisex and seasonless models for various occasions. I’d like to think of my children and I wearing these pajamas in the privacy of our home while reading a fairytale, watching a cartoon or simply playing together.”*

The pajama capsule collection by Margherita is going to be available exclusively on YOOX from the end of November 2016.