



Style

Jeremy Scott 'pulls strings' to create COVID safe puppet fashion show

Designer Jeremy Scott *unveils* Spring/Summer Collection with a clever, unconventional approach.....

BY Carly Wolfe

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Moschino's creative director, Jeremy Scott, applied some 'out of the box' thinking to display his new collection during the coronavirus pandemic. Using puppets as stand ins for models and audience members alike, he injected both safety and creativity into this year's Milan fashion show. Streaming live on You-Tub, on September 26, and aptly named, "No Strings Attached," Moschnio showcased its new ready to wear line as never before.

At first glance, it looked like an ordinary fashion show complete with models strutting down the runway and fashion A-list celebrities lining the stage. However, these aren't

ordinary times and Jeremy Scott is no ordinary designer. Refusing to allow a global pandemic to prevent him from showing Moschino's new line for 2021, Scott replaced live models with 40 30-inch puppets donning mini fancy couture clothes, including scaled-down mini accessories and even little fur jackets. The show came full circle when a mini Jeremy Scott "walked out" and took his bows.

Through it all, the new collection was still the star of the show. The clothes themselves were luxurious and glamorous, typical Moschino. The gowns were beautiful and tended to detail. Paired with shoes and sleek back hair, the puppets in their outfits shocked the real and fake audience.

From a cocktail dress with an open front to embroidered ball gowns to chiffon skirts and jackets - Scott mixed craftsmanship with his design skills.

Smart? Yes. Innovative? Yes. A tad creepy? Perhaps. But, this is fashion and fashion means creativity and the spirit of invention. Scott even featured puppet replicas of audience members, such as Anna Wintour and Gigi Hadid.

Puppet mid walk..



Backstage at Moschino

Puppet Jeremy Scott

"We need to dream, we need to be inspired," Scott stated, "We need to be uplifted and transported, now more than ever" and he went on to say that he "never feels tired or uninspired or unamused." He added that "It feels like something special."

Because of the COVID pandemic and the restrictions for fashion shows, many designers have resorted to either using digital models in online shows or having a traditional show with live models and fewer attendees spaced six feet apart.

Scott broke all barriers and achieved a way for the show to be viewed safely -- and inventively. With the Moschino show, Scott crafted a truly groundbreaking show, adding the role of 'puppeteer' to his many accomplishments.