



**MISSONI**

MISSONI HOME COLLECTION 2026  
VISUAL MERCHANDISING BOOK

INTRODUZIONE  
VISUAL BOOK

Tutto ciò che è contenuto ed indicato nel presente Merchandising Book ha natura e valore di mero suggerimento e riprende le conoscenze generali del Visual Merchandising. Il seguente book introduce e illustra attraverso descrizioni e immagini, idee proposte e concetti espositivi ciò che il marchio Missoni concepisce affinché sia tutelata l'immagine commerciale del marchio.

INTRODUCTION  
VISUAL BOOK

Everything in the Merchandising Book is based on general Visual Merchandising principles and is to be considered purely as a suggestion. The following book introduces and illustrates through description, pictures, ideas, suggestions and display concept what the brand Missoni thinks.

**LOGO**

Brand Signature



**MISSONI**

**PANTONE COLOUR CHAR**  
Institutional Colours



**MISSONI**

CMYK	0 0 0 100
RGB	0 0 0
HEX	#000000
Pantone	Black
RAL	000 15 00



CMYK	0 60 97 0
RGB	240 124 5
HEX	#f07c05
Pantone	716C
RAL	060 60 80



CMYK	23 88 66 48
RGB	124 37 41
HEX	#7c2529
Pantone	1815C
RAL	040 30 40



RAL	E4 EFFECT 140 - M SEITE
RAL	K7 CLASSIC 1035 PERLBEIGE
FOIL	KURZ LUXOR 429 N



**GROUP 1**  
MULTICOLOR SOFT

BATHLINEN



AURA 100



BEST 100



BEST 160



CHALK 21



GIACOMO 160



GIORGIO 21



GIORGIO 48



MAREA 100



MURRINA 100

HOME BAG



AURA 100

LIVING



AGADIR 138



BREST 481



CAPRI 156



DUNE OUTDOOR 172



DUNE 134



FOSSILE 40



FOSSILE 48



ISLAND OUTDOOR 172



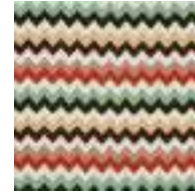
JARRIS 148



NASTRI 481



NASTRI 611



RICCIO 164



SQUAME 159



WATAMU OUTDOOR 156



WATAMU 100



ZIGGY 159

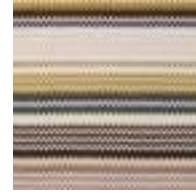
PLAID



FOREST 159



GESSETTI 21



HUMBERT 148



PLUME 172



WATAMU 100



WATAMU 148

PROPOSAL 1



PROPOSAL 2



PROPOSAL 3



**GROUP 2**  
BLACK/WHITE AND EARTH TONES

BATHLINEN



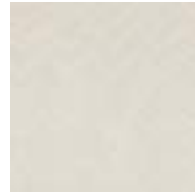
AZUL 138



BERNARD 160



BEST 156



CHALK 21



GIACOMO 160



GIACOMO 21

LIVING



BASTIA 148



BELFAST 160



BREST 481



NASTRI 281



PANTELLERIA 138



RICCIO 601



ZIGGY 156



ZIGGY 201

PLAID



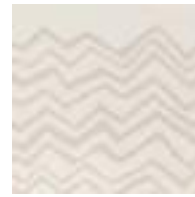
BLUR 172



CATULLO 148



CORTINA 48



GRAFFITI 21



PERSEO 160



TIMMY 381



TIMMY 481

PROPOSAL 1



PROPOSAL 2



**GROUP 3**  
NATURAL AND GREEN TONES

BATHLINEN



CURT 160



EVA 100



GIACOMO 21



MAREA 100

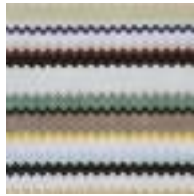


MAREA 211

HOME BAG



CURT 148



CURT 160

LIVING



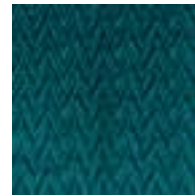
BASTIA 165



BREST 481



DUNE 134



FOSSILE 74



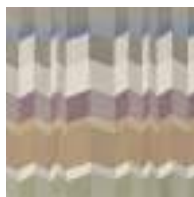
GRAFFITI 211



MASULEH 170



PHRAE 100



POSITANO 100



SQUAME 148

PLAID



CIRO 150



FOREST 150



GESSETTI 21



GRAFFITI 21



PERSEO 160

BEDLINEN



ANDRE RE-EDITION 159



JILL RE-EDITION 160



JILL RE-EDITION 165



JOHN RE-EDITION 156



JOHN RE-EDITION 160

PROPOSAL 1



PROPOSAL 2



**GROUP 4**  
BLUE

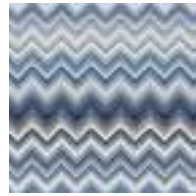
BATHLINEN



CHALK 50



GIORGIO 86



MAREA 501



MAREA 601

LIVING



AMALFI 150



BASTIA 165



BELFAST 150



FOSSILE 50



GRAFFITI 172



JARRIS 150



ORTIGIA 601



PHRAE 132



POSITANO 150

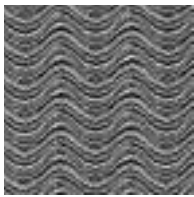


POSITANO 160



ZIG ZAG IKAT 150

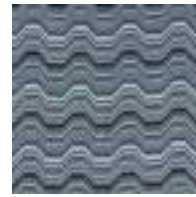
PLAID



BORMIO 601



CHEVRON 138



MERANO 150



PERSEO 150

BEDLINEN



ANDRES RE-EDITION 160



JOHN RE-EDITION 170



MAREA 100

PROPOSAL 1



PROPOSAL 2



PROPOSAL 3



**GROUP 5**  
MULTICOLOR POP

BATHLINEN



CHALK 21



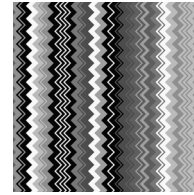
GIACOMO 100



GIACOMO 160



GIACOMO 21



GIACOMO 32



GIACOMO 50



GIACOMO T59

LIVING



AGADIR 138



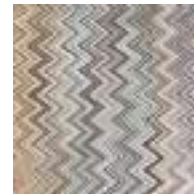
AGADIR 150



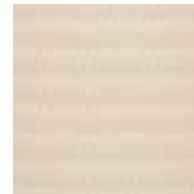
AGADIR 159



ANDORRA 156



ANDORRA 160



BREST 481



ISLAND OUTDOOR 100



JARRIS 148



JARRIS 150



JARRIS 156



JARRIS 159



KEW T59



MASULEH 156



PHRAE 100

PLAID



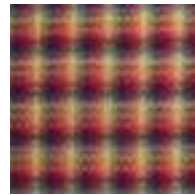
ANTWAN 100



BASTIEN 100



GESSETTI 21



MONTGOMERY 156



PERSEO 159



PLUME 165

PROPOSAL 1



PROPOSAL 2



**GROUP 6**  
OUTDOOR WARM TONES

BATHLINEN



BEST 100



MURRINA 100

LIVING



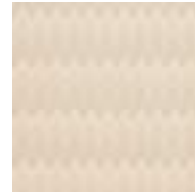
AGADIR 159



BASTIA 148



BELFAST 100



BREST 481



ISLAND OUTDOOR 100



JARRIS 156



JARRIS 159



KEW T59



KEW OUTDOOR 159



MASULEH 156



PHRAE 100

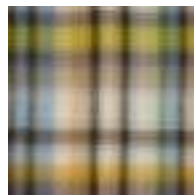


WATAMU 100

PLAID



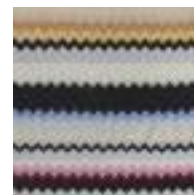
ANTWAN 148



CHECK 148



CHEVRON 160



CLIFFORD 160

PROPOSAL 1



**GROUP 7**  
OUTDOOR COOL TONES

BATHLINEN



CHALK 50



FIAMMETTA 100



HUGO 170



HUGO T59



WATAMU 100

LIVING



AGADIR 150



CAPRI 165



DUNE 134



FOSSILE 50



ISLAND OUTDOOR 170



JARRIS 150



KEW 170



KEW OUTDOOR 165



KEW OUTDOOR 170



KEW OUTDOOR 172



WATAMU OUTDOOR 161

PLAID



CHECK 148



CHEVRON 138



DINAMICO 100



PLUME 172



TIMMY 741

PROPOSAL 1



## DISPLAY GUIDELINES

## **STYLING**

MissoniHome product is appreciated fully if it is presented and coordinated properly. The 'correct' styling of product spaces and merchandise displays impacts significantly on brand identity, thus orders and sales.

## **STORIES**

A vital theme that is reiterated across the majority of the Collection Tools, is that of the collection distinguished by Stories. Each yearly collection is progressively presented according to the strict criteria of style and is organized by such 'Stories'. They are usually differentiated by varying moods, themes, motifs and colourways. It is emphasized not to mix and confuse the proposed Stories. This could impede the customers' overall impression of the collection, thus losing valuable brand awareness and reducing sales.

## **COLOURWAYS**

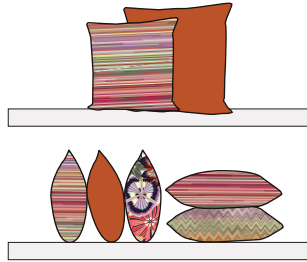
Stories are usually replicated in various families of colour across the product range. Just as Stories are not to be mixed, neither should colourways be confused.

## **VERTICAL SEGMENTATION**

Once grouped by Story and Colourway, items are to be coordinated in a vertical sense within shelving systems. Generally, displayed clusters of product fitting within a space of about 60-120cm are positioned on each shelf level, centrally aligned. These columns are repeated for different Colourways and/or Stories. It is important to leave a visually obvious amount of space between each column, to create air and clearly differentiate the separate Stories.

## Living

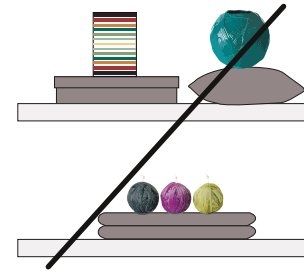
### DOs + DON'Ts



Cushions should be placed upright on their sides or on their back. When standing upright please display the large size in the back and the small in the front. Otherwise, two cushions of the same size.



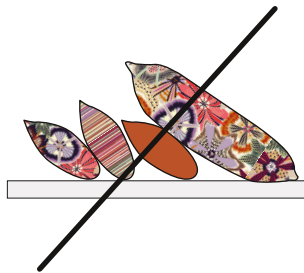
Chevron patterns should always run horizontally where possible, whether cushions are laying down or standing upright.



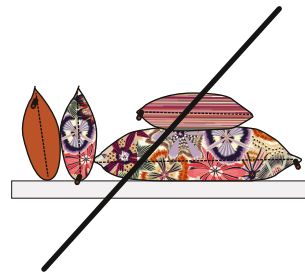
Living accessories should NOT be placed on top of cushions, throws or boxes. They can be positioned beside or in front.



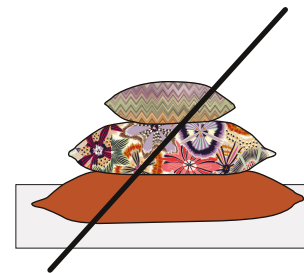
Cushions should NOT be placed diagonally / diamond formation.



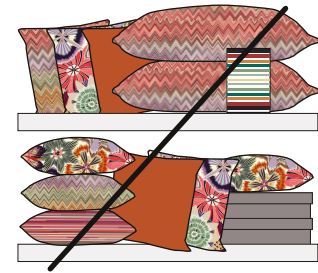
Cushions should NOT be falling down. Where possible they should be supported and sitting upright.



Zips should NOT be showing. They should always be hidden - facing downward when standing upright or to the back.



Cushions should NOT be placed directly on the floor. They can be placed on a shelf, platform, rug or pouf.



Do NOT stack too many items together, which may impede the styling of product and limit access to products.

The Living collection includes a number of cushions of varying forms and dimensions, plus poufs, throws and accessories. By following the simple guidelines above, the presentation of MissoniHome product will be of a more consistent and high standard.

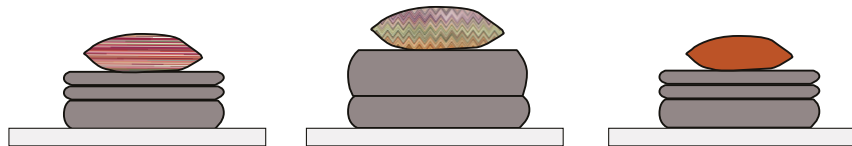
## Living Cushion Cluste

Stacked ▶



Cushions lying flat stacked on top of one-another. Largest cushions must be at the bottom of the pile. Avoid stacking oblong-shaped cushions, i.e. those measuring 30x60 or 35x80cm.

Atop ▶

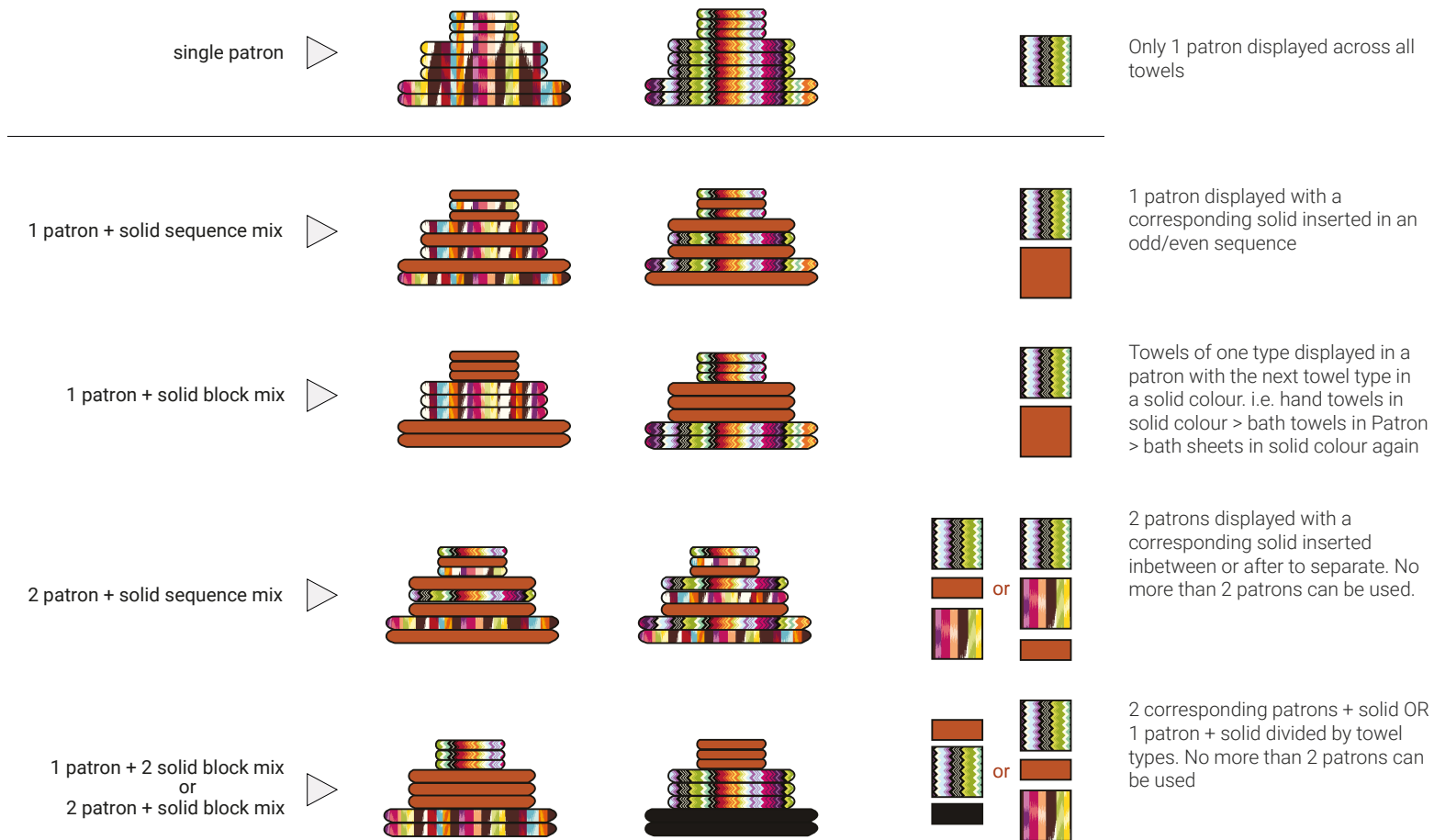


Cushions lying flat on their back and placed on top of a folded Bedding pile, Throw, or Throw Box. The cushions' size should not be larger than the size of the pile underneath. Cushions measuring 40x40 or 30x30 are suitable here.

Cushion clusters can be displayed in one of the the 2 ways shown in the above planograms. Keep in mind the DOs and DON'Ts when styling and displaying cushions and other Living products. The example given above is done in Master Classic 156.

# Towelling

## Patron Combinations

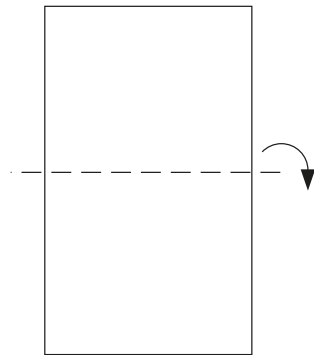


The above folded towelling planograms suggest the number of Patrons and Solid colours to combine and how they can be done for each Story. Remember to coordinate only Patrons and Solid Coloured towels from the same respective Story and Colourway. The example given above is done for Master Moderno 156

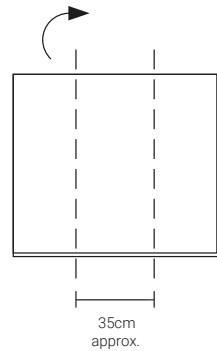
# Towelling

## Folding: Bath Sheet

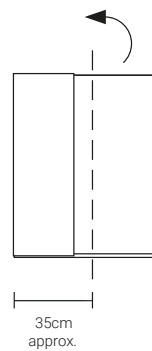
(Bath Sheet sizes: 70 x 115 / 60 x 100 / 60 x 110cm)



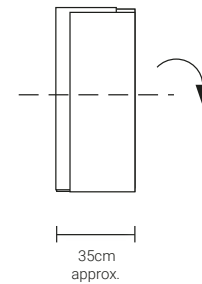
reverse side up:  
fold down in half



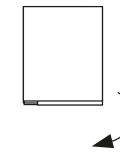
divide vertically into 3  
(outer divisions slightly  
more narrow than the centre)



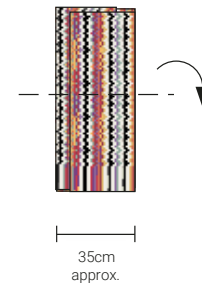
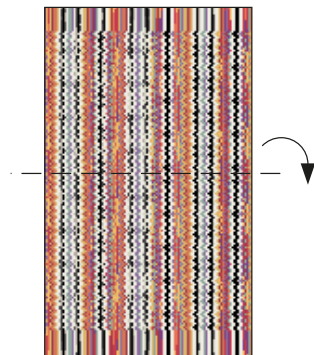
Fold in sides  
(just short of  
folding crease)



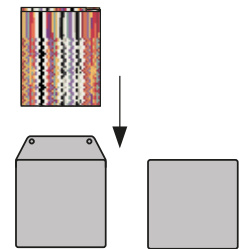
Fold down  
in half



Turn fold  
to front



Towel is inserted into  
packaging fold-side first

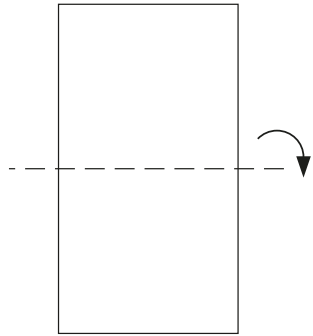


FINAL SIZE  
46 x P32 approx.

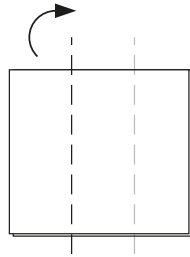
# Towelling

## Folding: Bath Towel

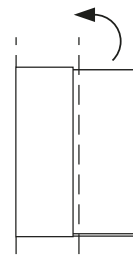
(Bath Towel sizes: 70 x 115 / 60 x 100 / 60 x 110cm)



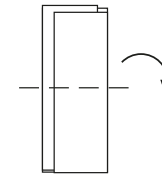
reverse side up:  
fold down in half



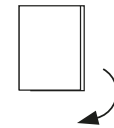
divide vertically into 3  
(with outer divisions slightly  
smaller than the middle)



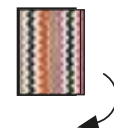
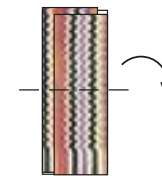
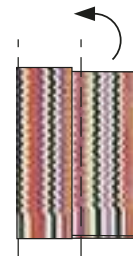
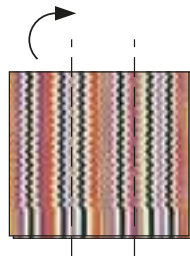
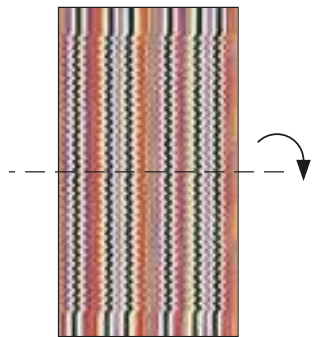
Fold in sides  
(just short of  
folding crease)



Fold down  
in half



Turn fold  
to front

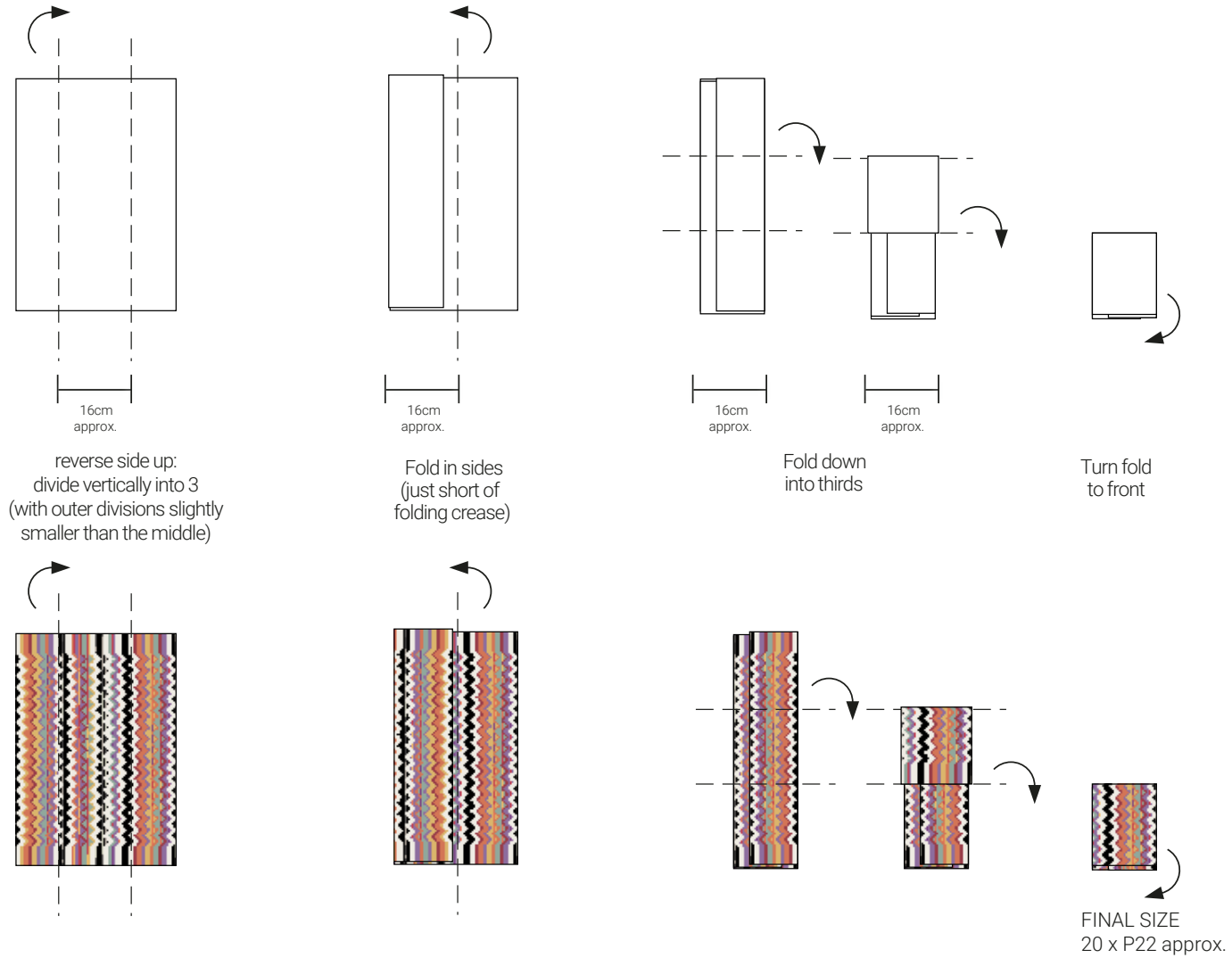


FINAL SIZE  
30 x P22 approx.

# Towelling

## Folding: Hand Towel

(Hand Towel sizes: 40 x 70 / 40 x 60cm)

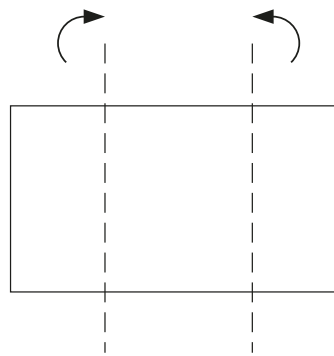


## Towelling

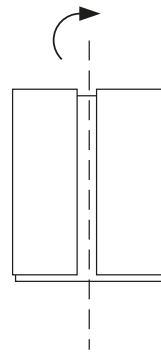
### Folding: Hand Towel Alternative

(Hand Towel sizes: 40 x 70 / 40 x 60cm)

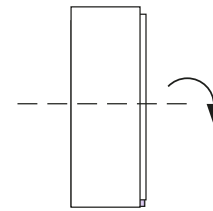
Due to manufacturing techniques, some hand towel patterns are railroaded in respect to their matching Bath Towel and Bath Sheet (i.e. Giacomo). In these cases, in order to achieve the same folded design direction of each towel, a different folding technique is required for the Hand Towel only.



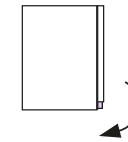
towel turned horizontally  
reverse side up:  
fold both sides  
equally into the middle



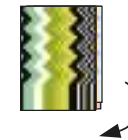
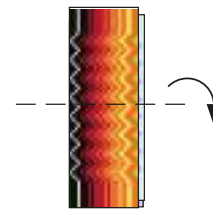
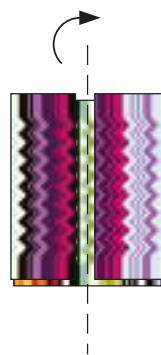
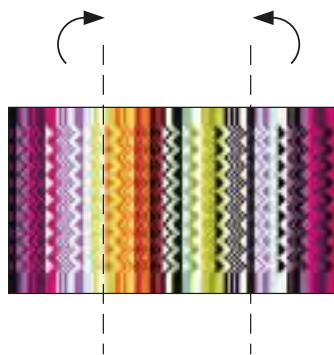
Fold across  
in half



Fold down  
in half



Turn fold  
to front



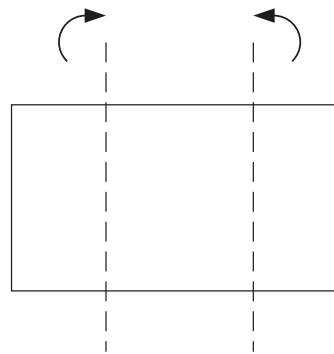
FINAL SIZE  
20 x P22 approx.

## Towelling

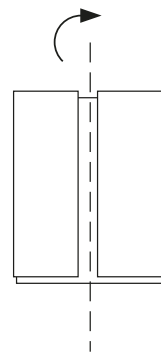
### Folding: Hand Towel Alternative

(Hand Towel sizes: 40 x 70 / 40 x 60cm)

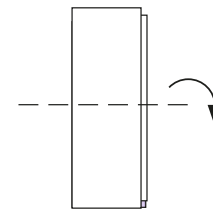
Due to manufacturing techniques, some hand towel patterns are railroaded in respect to their matching Bath Towel and Bath Sheet (i.e. Giacomo). In these cases, in order to achieve the same folded design direction of each towel, a different folding technique is required for the Hand Towel only.



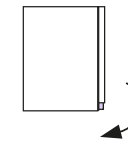
towel turned horizontally  
reverse side up:  
fold both sides  
equally into the middle



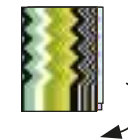
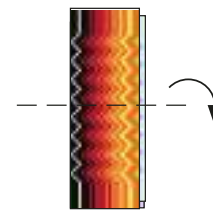
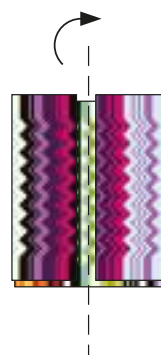
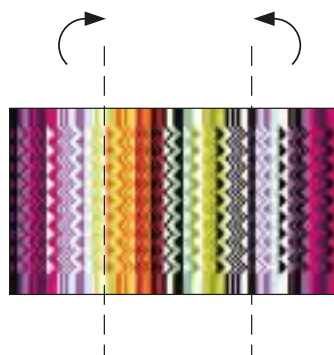
Fold across  
in half



Fold down  
in half

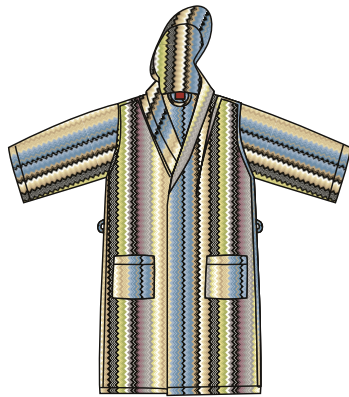


Turn fold  
to front



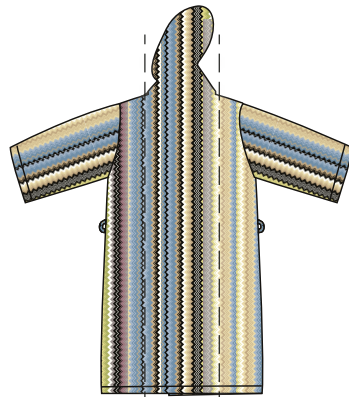
FINAL SIZE  
20 x P22 approx.

Towelling  
Folding: Bathrobe



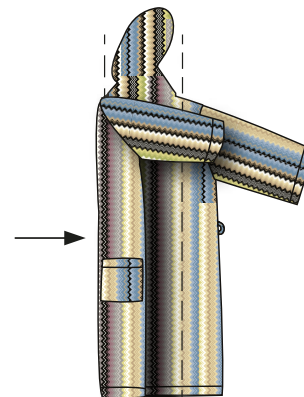
FRONT

splay the robe  
at with arms out  
and closed front

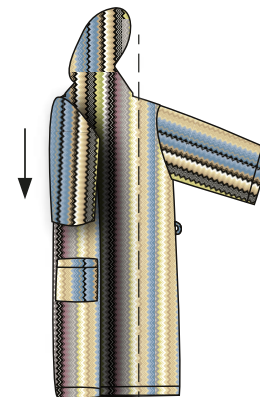


BACK  
approx.  
width of  
sleeve      approx.  
width of  
sleeve

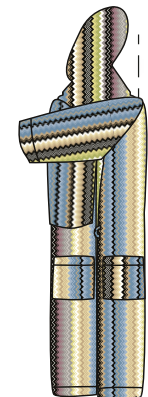
turn to back



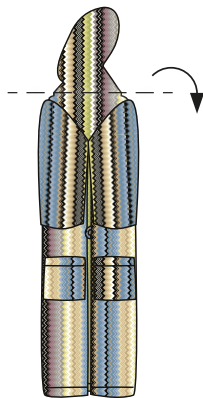
fold side across  
the shoulder



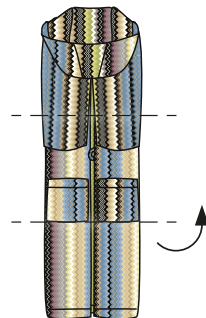
fold arm down



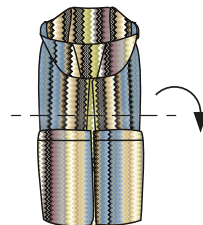
repeat with  
other side



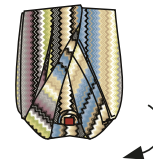
fold hood down



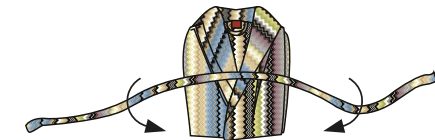
divide into thirds  
and fold bottom up



fold down to  
top third



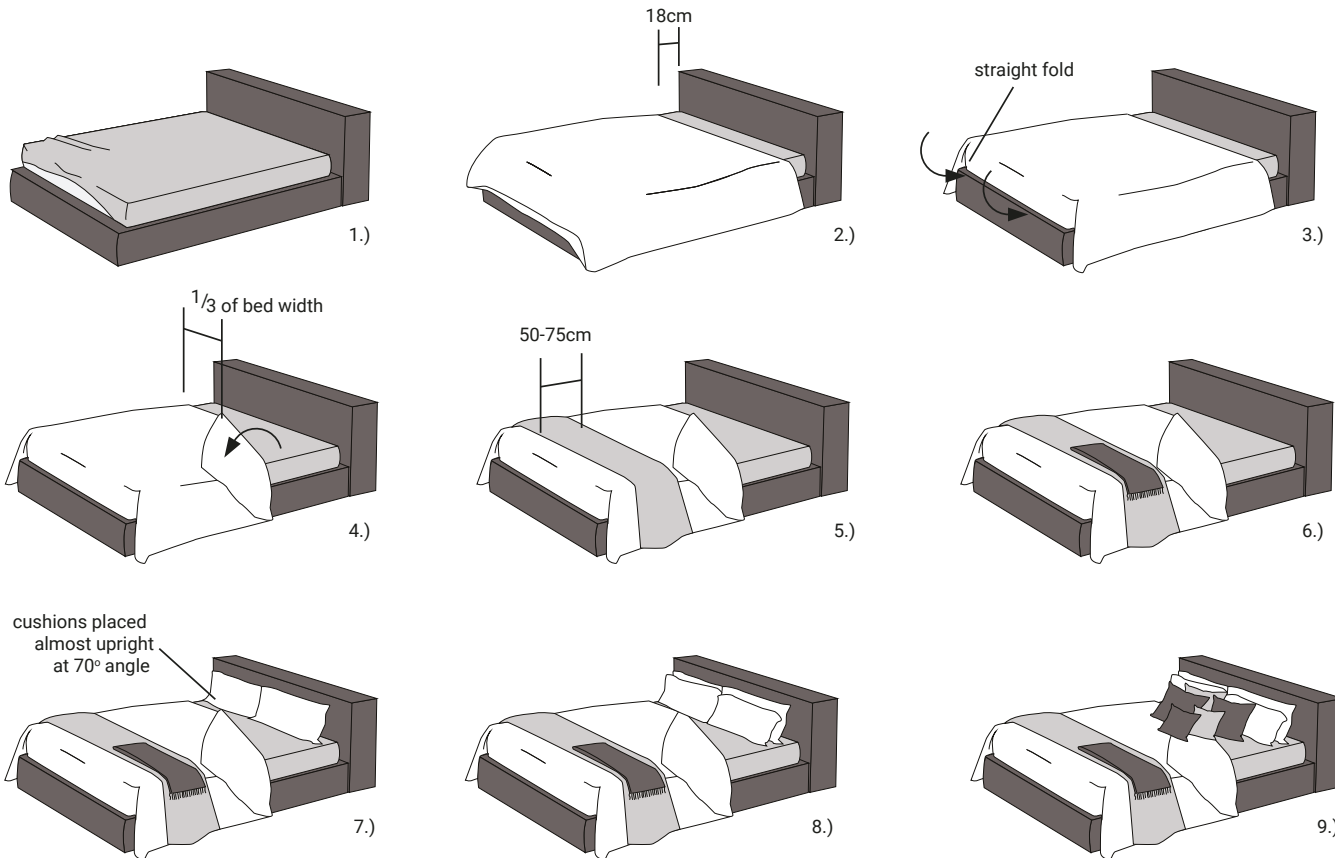
third turn right-way  
up



finish by tying robe belt loosely around  
and tucking the ends into the front

# Bedding

## Bed Displays: MissoniHome Bed



1.) Place fitted sheet on the mattress, pinning corners of sheet into taut hospital corners, with no slack in the fabric.

2.) Fill and lay duvet or quilt down with top hem 18cm (7inches) from the top of the mattress.

3.) Tuck bottom side of the duvet/quilt underneath the mattress leaving the corners taut and allowing the side edges of the duvet/quilt to fall straight down.

4.) From about 1/3 across the width of the bed, fold the duvet down at an angle.

5.) Add a folded bedspread (folded between 50-75cm wide) just away from the bottom of the bed, draping the ends over either side evenly.

6.) Lay a throw just over one side of the bed over the already placed folded Bedspread.

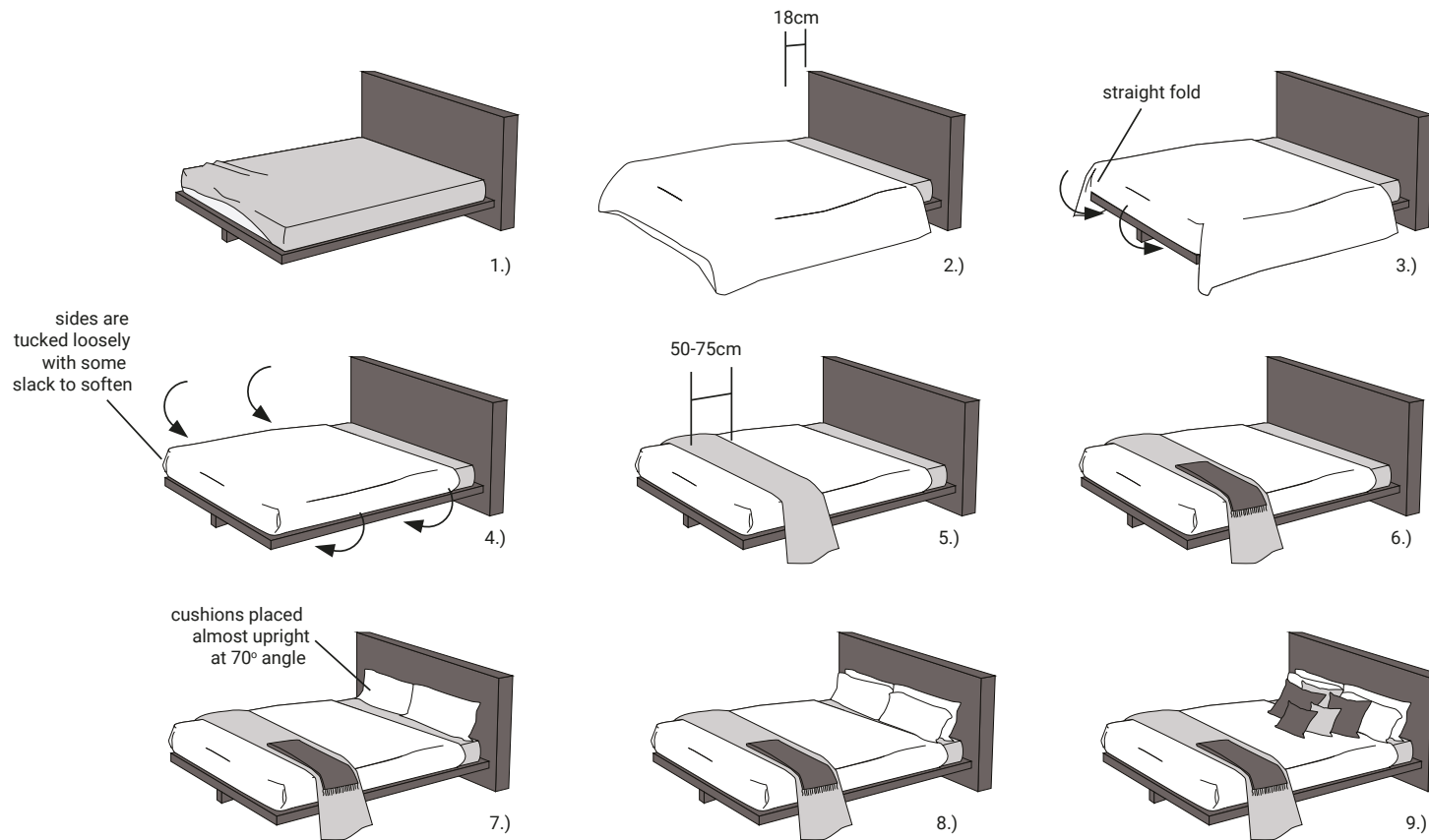
7.) Place first set of cushions sitting almost upright (about 70°) against bed-head.

8.) Place second pair of cushion in front at about the same angle

9.) Finish by adding the throw cushion display, propping cushions almost upright as per the pillow behind. Style according to Living Styling Standards and use ONLY cushions that coordinate, being that of the same Story and Colourway.

# Bedding

## Bed Displays: VM Fixture Bed



1.) Place fitted sheet on the mattress, pinning corners of sheet into taut hospital corners, with no slack in the fabric.

2.) Fill and lay duvet or quilt down with top hem 18cm (7inches) from the top of the mattress.

3.) Tuck bottom side of the duvet/quilt underneath the mattress leaving the corners taut and allowing the side edges of the duvet/quilt to fall straight down.

4.) Tuck sides in, again leaving all sides smooth and with a subtle but even amount of slack to soften the tuck.

5.) Add a folded bedspread (folded between 50-75cm wide) just away from the bottom of the bed, draping the ends over either side evenly.

6.) Lay a throw just over one side of the bed over the already placed folded Bedspread

7.) Place first set of cushions sitting almost upright (about 70°) against bedhead.

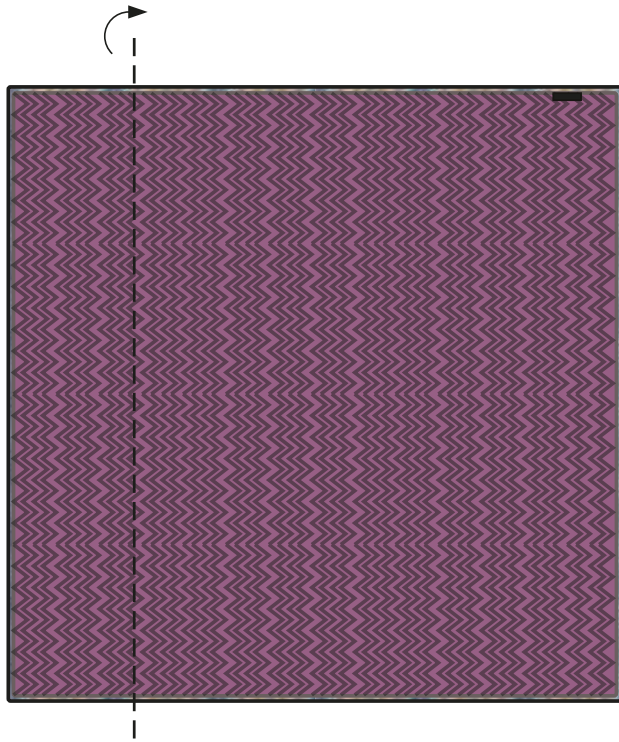
8.) Place second pair of cushion in front at about the same angle

9.) Finish by adding the throw cushion display, propping cushions almost upright as per the pillow behind. Style according to Living Styling Standards and use ONLY cushions that coordinate, being that of the same Story and Colourway.

## Bedding

Folding: Quilt

(Quilt standard size: 260 x 270cm)



rotate quilt lengthwise, with reverse side up:



from the other side fold across halfway



ensure that this fold leaves the finished edge just short of the folded edge

