

Rosita Missoni receives “Order of Merit for Labour”

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Rosita Missoni was made a “Cavaliere del Lavoro”, this morning, Thursday, 23 October, at the Quirinale, during the decoration ceremony for 25 new “Cavalieri del Lavoro” appointed by the President of the Republic, Giorgio Napolitano. It is an important acknowledgement for a true pillar of the Italian and international fashion industry, and a valuable part of the economy of Varese, with the company that she and her husband, Ottavio, founded.

“This is a significant award for a constant commitment in the fashion industry, that has lasted for over 50 years, thanks to which the Made in Italy label has become important throughout the world,” said Luca Marsico, regional councillor for Forza Italia. “Of course, the family tradition and values that have always distinguished the Missoni company, will surely remain a benchmark also in the future. In these joyful circumstances, I would also like to remember **Ottavio Missoni**, co-creator of the success that our country is officially acknowledging today.”

“It is great news and a rightful tribute to her and Ottavio Missoni’s success,” the President of Lombardy Regional Council, **Raffaello Cattaneo**, added on his website. “I remember reading about how her love story with Ottavio began, about the origins, in Gallarate, of the small company that succeeded in becoming big, making Varese and Lombardy known throughout the world, eventually becoming one of the most recognised Italian brands. I have always been particularly impressed by the delicate ways of Rosita, and by her and Ottavio’s strength, united in the difficulty of every day, and alas more serious and painful. For me, an acknowledgement of the Missoni family is always a source of pride, a call to follow a family and company tradition that represents one of the best ‘swings’ for all of us who love Lombardy.”

Among those honoured, together with Rosita, in today’s ceremony, there were **Vittorio Colao**, the CEO of the Vodafone Group, **Federico Ghizzoni**, the managing director of Unicredit, **Mario Greco**, the Group CEO of Generali Assicurazioni since 2012, and the son of the founder of Luxottica, **Claudio Del Vecchio**, the chairman and managing director of the Brooks Brothers Group, the historic brand of the shirts worn by Warhol, Gatsby and the Kennedys, which he relaunched.

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