

MISHA

Brand Book 2023





Her Story

Graduating from the Melbourne School of Fashion in 2018, Michelle continues to nurture and lead the brand's vision and creative direction.

MISHA is renowned for its ability to inspire and make women shine through unique designs and diverse offering of carefully curated fabrications, and focus on quality and detailed construction.

Although specialising in occasion wear, in 2021 Michelle sought an opportunity to provide its community a practical and accessible collection of every-day pieces that would compliment ones existing wardrobe and with that was the birth of MISHA Urban.

The evolution of the brand continues with its focus on design, community and sustainability.

www.mishaworld.com



The Business

Melbourne born and led, MISHA's design team has been curating ready-to-wear collections, reflecting an aesthetic that empowers the modern day woman since 2014. Celebrating the brand's 10 year anniversary in 2023 and stocked in over 150 retailers worldwide, MISHA continues to stand at the forefront of industry leaders globally.

Through the brand's founder Michelle Aznavorian, MISHA has continued placing importance on values that are genuine, passionate, and community driven. Undertaking brave risks as an entrepreneur at the early age of the business, partnering with Bella Hadid in 2016, Michelle continues to nurture and lead the brand's vision and creative direction; where in house design, marketing, pattern making, production and finance are led by her expertise.

MISHA is renowned for its strength to inspire women through elevated designs, carefully crafted fabrications, focused on upmarket and detailed construction. At the precipice of 2021, MISHA's founder Michelle sought an opportunity to provide the MISHA girl with a practical and accessible collection of every-day pieces, that would compliment one's existing wardrobe, commencing the birth of MISHA Urban.

The evolution of MISHA and MISHA Urban continues to uphold genuine love of the industry it represents, its highly collaborative team and well nurtured community.

www.mishaworld.com

The Girl

The MISHA girl exudes understated cool. Mixing high-low styling with a flair of on trend silhouettes, she places emphasis on feeling independent, well considered and refined. Chasing after what she wants, the MISHA girl celebrates authentic femininity and the thrill that comes with taking swift and confident action.

Aged between 25-34, the MISHA girl is metro-based, with a shopping habit of curating occasion wear driven by the motivation to wear unique designs, whilst not compromising on quality craftsmanship. Whether dressing for an elevated evening or low-key daytime event, our MISHA girl holds trust that she will always attract consistent positive reception with her end-game choice.

www.mishaworld.com



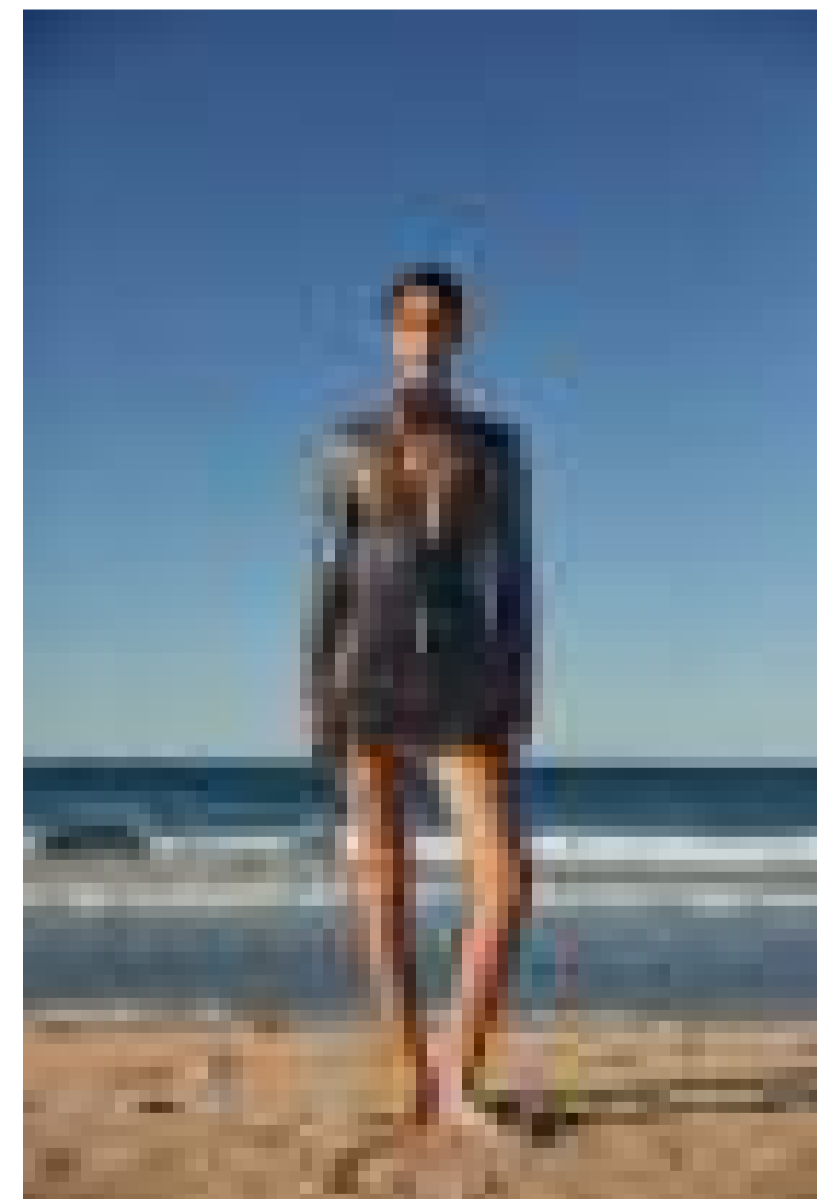
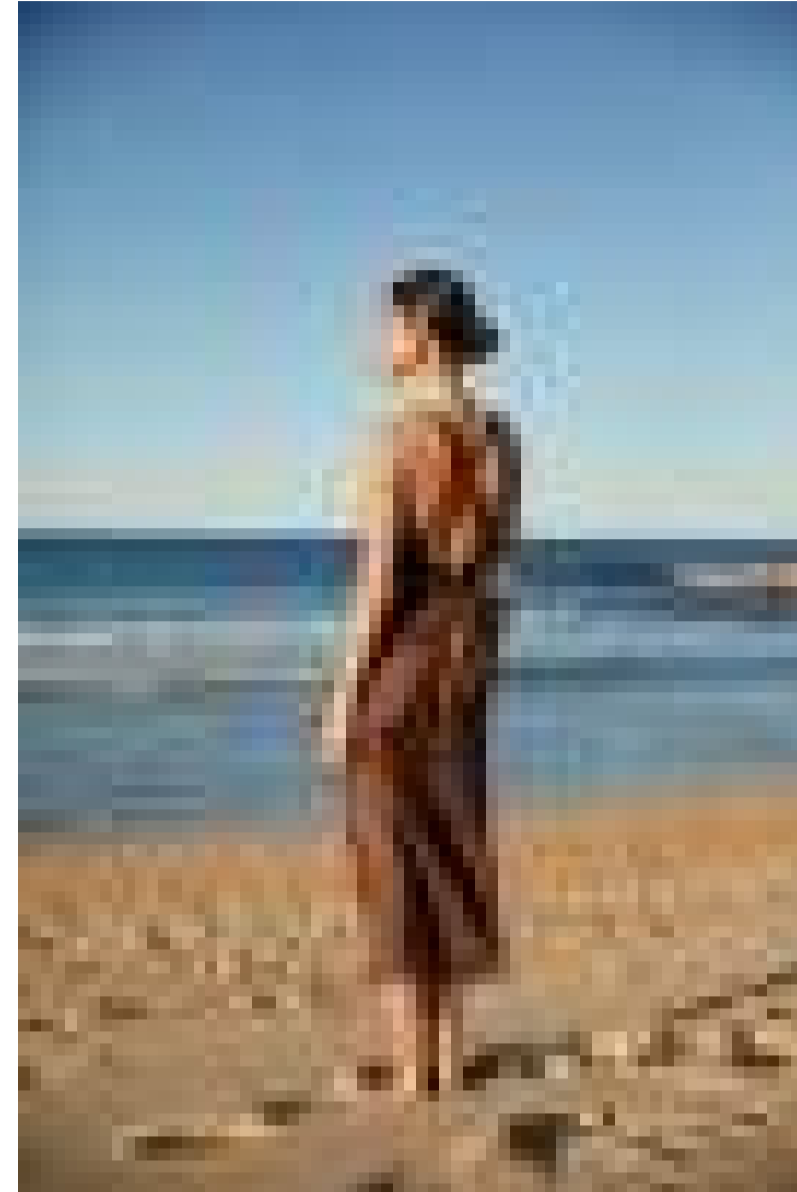


Mainline

MISHA Mainline celebrates all that is quality and elevated. Offering a wide range of fabrications focused towards bonded crepe, georgette, satin and lightweight mesh, aiming to curate only the most fashion forward silhouettes.

MISHA Mainline has been at the forefront of the brand's evolution and exposure, winning the hearts of influential figures such as Bambi Northwood-Blyth, Nadia Fairfax and Bella Hadid. However, keeping the romance strong with our everyday MISHA girl, who thrives on feminine silhouettes, designed with consideration.

Mainline '23





Urban

The MISHA girl is now ready for any occasion as well as the weekend, with the introduction of MISHA URBAN.

The URBAN line offers a more pared back but still entirely considered range of versatile wardrobe staples. In a sea of similar work week and weekend pieces we found ourselves desiring “off duty” wardrobe pieces that could take us from work to the weekend brunch and after hours with ease, but still offered that unexpected design feature that would make us feel modern and chic.

The MISHA Urban collection celebrates the juxtaposition of feminine and masculine energy, and offers fabrications which differ from our core range. Draped jersey, twill suiting, cotton shirting and ribbed jersey work seamlessly together (along with our core range) to create an “off duty” destination for the MISHA girl.

Urban '23



As Seen in Misha -
Bambi Northwood-Blyth



As Seen in Misha -
Nadia Fairfax



As Seen in Misha



Store Mix

MISHA has expanded its outreach globally and is stocked in a selection of the most prestigious department stores.

REVOLVE

Neiman Marcus

NORDSTROM

shopbop

*Saks
Fifth
Avenue*

KaDeWe

OUNASS

HARVEY NICHOLS

DAVID JONES

STEFFL



Contact

PR Enquiries
pr@worldofmisha.com

Wholesale Enquiries
wholesale@worldofmisha.com

www.mishaworld.com