



MISSONI RESORT CLUB ARRIVES IN AUSTRALIA IN COLLABORATION WITH CROWN SYDNEY

[LINK TO IMAGES OF THE MISSONI RESORT CLUB](#)
[LINK TO IMAGES OF CROWN AMBASSADOR PIP EDWARDS AT THE MISSONI RESORT CLUB](#)
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28 November, 2025: The Crown Sydney infinity pool deck has been transformed into a luxurious Missoni oasis, with an Italian-inspired resort club this Summer.

Missoni unveils its latest global lifestyle project with the debut of the Missoni x Crown Sydney Resort Club, transforming the Crown Sydney infinity pool deck into a vibrant expression of Italian sophistication and contemporary leisure.

This marks Missoni's first-ever collaboration with an Australian venue, bringing the brand's signature to the heart of Sydney for the summer season - opened from 28 November until the end of February.

The transformation includes poolside daybeds, cabanas, and bespoke décor adorned in Missoni's iconic motifs, creating a dynamic visual dialogue between the brand's heritage and the Sydney skyline. Guests will be able to lounge in style on poolside day beds adorned in Missoni's iconic patterns and textiles, bringing a taste of Italy to Sydney with the brand's signature aesthetic.

To complete the experience, Missoni's latest resort wear and swimwear collections are available on the exclusive pool deck at the Missoni cabana.

Crown Sydney CEO Stanford Le said, "Poolside at Crown Sydney will be the place to be this Summer, and I can't wait for everyone to experience the Missoni x Crown Sydney Resort Club. This collaboration with Missoni brings a bold new energy to the city's social scene and something that Sydney has never seen before".

For further enquiries, please contact:

Amber Muir

Head of Media & PR | Crown Sydney

M: 0402 354 171

E: amber.muir@crownresorts.com.au

About Crown Sydney

Since opening in December 2020, Crown Sydney stands as an iconic addition to the city's skyline, commanding breathtaking views of the Harbour from its prime Barangaroo location.

Crown Sydney boasts 349 world-class hotel rooms, suites and villas, alongside premium residential apartments, designed to provide unrivalled waterfront views and an unprecedented array of luxurious offerings. Guests can also indulge in the infinity pool facilities and flagship Crown Spa Sydney, a sanctuary of relaxation and wellness.

Home to some of Sydney's most celebrated restaurants and bars, Crown's dining precinct includes the legendary Golden Century, Epicurean buffet, and a selection of award-winning venues including a'Mare, Yoshii's Omakase, Nobu, Woodcut and Golden Century.

For those seeking premium gaming entertainment, Crown Sydney offers a compelling members casino, all within stylish, world-class surrounds.



Now a globally recognisable landmark, Crown Sydney attracts thousands of national and international tourists, helping Sydney compete with other global tourism destinations for business, leisure, and sporting events.

Crown Sydney has redefined luxury in our Harbour City, quickly establishing itself as Sydney's premier integrated resort. Offering an unparalleled mix of world class accommodation, dining, entertainment and events, Crown Sydney has become a must-visit destination for both locals and international guests.

About Missoni

Missoni, renowned for its excellence in Italian fashion, was founded in 1953 by Ottavio and Rosita Missoni.

A promoter of a vibrant and optimistic aesthetic, where the use of color and geometric patterns defines an unmistakable style, Missoni encompasses a wide range of products and projects, including ready-to-wear collections for women and men, sportswear, beachwear, textile accessories, and home furnishings.

Art and craftsmanship are inseparably linked in the world of Missoni, where creativity and design are coupled with an undisputed commitment to research and artisanal experimentation, reaching its peak in the development and application of the most sophisticated techniques in the field of knitwear.

The brand currently operates prestigious licenses with excellent partners in the fashion and design industry and has undertaken several real estate projects globally, adorning common spaces and luxurious residences from Miami to Sao Paulo, from Marbella to Dubai and Ras Al Khaimah.

In 2018, the brand entered into a partnership with the Italian Strategic Fund to enhance the visibility of its brand and the significant potential of the company.