

EMILIO PUCCI

SPRING SUMMER 2021

Sulla Riva

The dreamy surroundings of a lakeside retreat constitute the ideal scenery for the collection's short film which celebrates sophisticated beauty, femininity and soft elegance.

This season, Emilio Pucci welcomed Japanese designer Tomo Koizumi to open a creative dialogue between the house's legacy and his own artistic vision. In harmony, Pucci's vibrant colours blend with Koizumi's spectacular, frothing creations. The bold three-dimensional silhouettes are cheerful and unrestrained iterations of Pucci's clean aesthetic, with colour taking centre stage, inspired by the archive "Vetrare" print.

The capsule collection is composed of 11 sculptural organza outfits; an amusing pouch, fancy t-shirts and charming "pompon" sandals adding fun twist.

Setting off the tone, Tomo Koizumi's artistic proposition accompanies this Pucci Spring Summer 21 collection which explores the rich stylistic heritage from the Marquess Emilio Pucci and redefines it for a contemporary wardrobe. The inspiration is drawn by Capri and its luxurious cosmopolite appeal that perfectly accommodates the notions of nonchalance, joy and freedom so inherent to the Pucci spirit.

Three of the collection's archival prints – namely "*Piazzetta di Capri*", "*La Canzone del Mare*", and "*Conchiglie*" – celebrate the island. Two floral prints, "*Tropicana*" and "*Ortensia*", highlight the femininity of the collection. Embroideries adorning the prints create lavish effects. The harmonious colour palette is exalted by the prominence of white garments which bring forth the beauty of the prints.

Clean silhouettes for today's way of life are the focus of the offering. From bra tops to pajama palazzo pants and knee-length skirts, the collection is a day-to-night, beach-to-soirée interpretation of the Maison iconic garments.

Plissé numbers, shirts, shorts and fluid dresses, in a jubilation of silks from the comfort of silk jersey to soft silk georgette and crêpe de chine, to plush silk cady, silk twill, and opulent silk organza.

The star accessories of the collection are the handbags realised with the house's iconic silk 90x90 scarves, chic and unceremonious to carry around spring and summer.

Short film "Sulla Riva"

Art Director: Antonio Piccirilli

Film Director: Tommaso Acquarone

Film production: Itaca Film

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