

OUT OF HOME

Emilio Pucci celebrates Florence ties with scarf-wrapped building

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Monumental Pucci installation

By SARAH JONES

Italian fashion house Emilio Pucci is catching consumer attention with an installation on the Baptistery of San Giovanni featuring one of its iconic scarf prints.

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Pucci's "Monumental" display is part of the larger Firenze Hometown of Fashion event happening in Florence June 17-20 to commemorate the 60th anniversary of the Center of Florence for Italian Fashion. A number of other fashion labels, including Gucci, Salvatore Ferragamo and Roberto Cavalli, will also be participating in the festival to help celebrate their Florentine heritage.

"Pucci is an iconic brand with a signature print that is known whether you see it on palazzo pants, scarves, tops, etc.," said Kimmie Smith, accessory expert & co-founder/creative director of [Accessory2](#), New York.

"By wrapping the building and its supportive structure on another iconic building, [Pucci] unifies the heritage of the brand and its influence on Florence as well," she said. "In addition to seeing it, the social value and conversation that can take place because of this placement is one that can live on long after this campaign has ended."

Ms. Smith is not affiliated with Emilio Pucci, but agreed to comment as an industry expert.

Emilio Pucci was unable to comment directly.

Larger than life

Pucci's gigantic scarf building covering was conceived by Pitti Imagine, the branch of the Center of Florence for Italian Fashion that creates fashion events.



Monumental Pucci

The design for “Monumental Pucci” was inspired by Pucci’s Battistero scarf, designed in 1957 by the Marquise Emilio Pucci. The scarf was drawn to look like an aerial view of Piazza San Giovanni.

A life-size translation of the scarf printed on canvas will be draped on the building, following the architecture of the façade. This bright art installation in pink, yellow and orange wraps around the entire building.



Model holding Pucci's Battistero scarf

On one side of the building, a large scale reproduction of the original scarf hangs in a glass frame.

While the display was being put up, Pucci posted to social media to tease the finished product, using the hashtag #MonumentalPucci. This tag was also used to share archival images of the house's fashions over the years.

#MONUMENTALPUCCI We're almost there. The apse side is now up, showing the original "Battistero" print from 1957, inspired by the Florence Baptistery it now wraps. #EmilioPucci #Firenzehometownofashion #PU86



Facebook post from Pucci

The label's boutique in Florence will host a "Design the Dream" experience for consumers June 18-19. Visitors can watch the drawing and printing techniques used to make the Battistero scarf, and then purchase their own in a handful of colors.

Pucci will join Gucci, Roberto Cavalli and Salvatore Ferragamo in a Vogue Italia exhibit during Firenze Hometown of Fashion. Fifty photos from editorials shot by Vogue Italia will be on display.

Gucci Museo is also using an outdoor display to draw foot traffic during the festival. Each night from 10 p.m. to 11 p.m. a light show will be projected on the outside of the building.



Gucci Museo

Also as part of the festival, Italian fashion label Salvatore Ferragamo's museum in Florence is launching the exhibit "Equilibrium" to explore its roots in footwear.



Ferragamo "Equilibrium" exhibit

The nine room exhibit will honor Salvatore Ferragamo's dedication to the science and the art of the human foot. The display will likely present consumers with a deeper understanding of the brand's origins ([see story](#)).

"It's a wide audience that will have an interest in seeing this from those that have always enjoyed the brand, those that are new to the brand and a sector of the marketplace that simply has a focused on fashion that represents Florence," Ms. Smith said.

"This brand, as well as others that will be participating within Firenze Hometown of Fashion, will have their own draw to their presentations which will only enhance the schedule of fashion shows/events taking place," she said.

Fresh façade

Missoni did a similar print takeover of Milan for home furnishings show Salone del Mobile, but only virtually.

The brand looked to the heavily engaged audience on Instagram leading up to the show. The brand had graphic designer Federico Maccapani virtually cover, or "Missonize," Milan with Missoni graphics and patterns.

Missoni then posted the series of images to its Instagram using the hashtag #MissoniWonderland. Each of Missoni's posts had received at least 900 likes as of press time ([see story](#)).

Out of home displays are eye catching, and work to bring foot traffic to a location.

For instance, British department store Fortnum & Mason is undergoing maintenance on its flagship Piccadilly building in style with a façade covering designed by artist Rory Dobner.

Mr. Dobner transformed the tarps on the outside of the building to look like a black and white cartoon version of the store, with a giant butterfly motif. This mimics the design of the teaware the artist created exclusively for the retailer, and gave Fortnum & Mason the opportunity to promote the collection on the biggest billboard available—the side of its building ([see story](#)).

Like Fortnum & Mason's celebration of its British heritage, this building takeover, as well as the other events, will help to communicate the history and future of these houses.

"When brands showcase their heritage it's like a visual time capsule of how they started, what their core is and how it continues on," Ms. Smith said.

"By brands celebrating their longevity in conjunction with cities like Florence, it reflects a unique and distinguished pedigree that ties history, culture and fashion together in a way that a number of successful brands simply don't have," she said. "It is a powerful reminder that these brands are who they are due to their significant and special tie to these founding cities of fashion."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

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