

MULTICHANNEL

Pucci modernizes resort wear heritage through swimwear collaboration

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Promotional image for Orlebar Brown + Emilio Pucci

By SARAH JONES

Italian fashion label Emilio Pucci is giving consumers a taste of “Riviera glamour” through a limited-edition capsule collection with tailored resort wear brand Orlebar Brown.

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The 20-piece capsule blends the brightly colored archival Pucci prints with the modern sophisticated aesthetic of Orlebar Brown. The multichannel launch campaign for the collection gives the prints the spotlight, reaching a new generation of consumers with its iconic design style.

"Capsule collaborations are visions in time, proclaiming co-branded prestige and combined looks valued greater than the parts," said Paul Farkas, co-founder/CEO of [Accessory 2](#), New York.

"Here the house of the 'Prince of Prints' and go-to swim/resort darling Orlebar Brown demonstrate such blended mastery together," he said. "Pucci's prints are timeless and Orlebar Brown continues to impress, advocating real mens wear print on the heels of recently expanding to womenswear.

"The bold sophisticated capsule should do well, speaking to fans of both houses that

crave a statement resort vibe."

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

Emilio Pucci did not respond by press deadline.

Pairing up

Orlebar Brown + Emilio Pucci, launched mid-March, is available through the ecommerce sites for both brands, as well as in-store at certain Pucci boutiques.

The capsule is also being sold at Japanese department store Isetan Shinjuku in Toyko, as part of a larger Pucci beach pop-up. Within the pop-up shop, signs differentiate the special limited-edition pieces.



Emilio Pucci pop-up at Isetan Shinjuku

Orlebar Brown was launched in 2007 with the intention of making swim shorts fashionable enough to wear outside of the beach or pool. From there, the brand expanded, adding a full resort wear line inspired by the garments that would have been worn poolside in the 1960s.

For the capsule, Orlebar Brown took vintage Pucci prints from the late 1960s and 1970s which may not be as familiar with consumers today. While the house is most known for its swirl designs, this collection instead uses small, tightly arranged geometrics that still bear the house's colorful palette, giving fans a glimpse at its past and expanding consumers' perceptions of what designates a Pucci print.



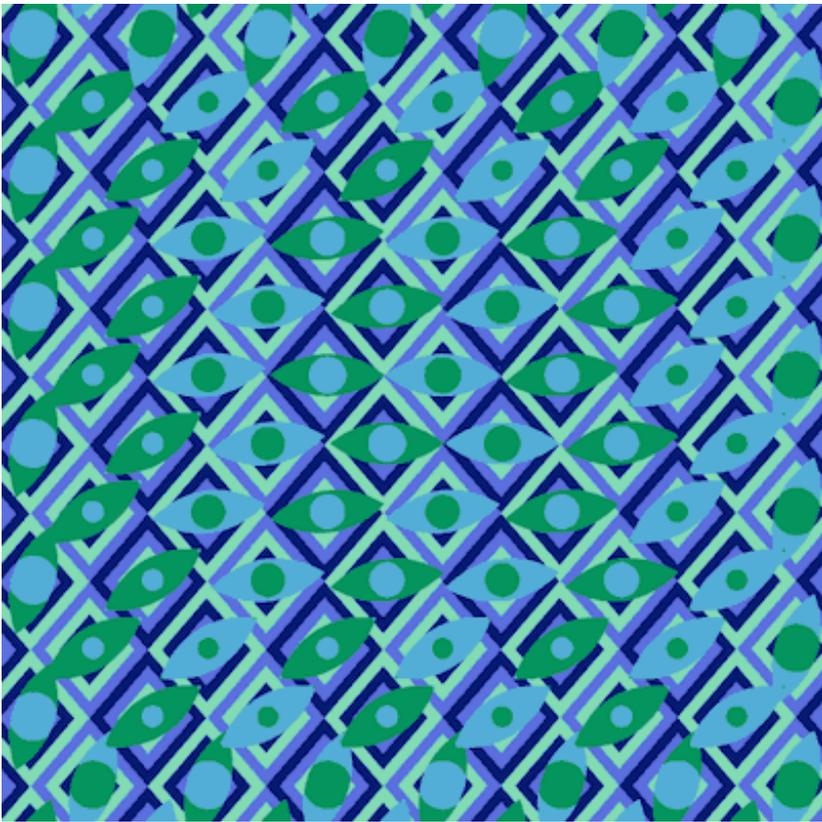
Promotional image for Orlebar Brown + Emilio Pucci

Of the collection, Laudomia Pucci, CEO of Emilio Pucci, said in a statement, “My father was the first designer to do resort wear, but a lot of people don’t realize that he had a great menswear following in this category back in the 1970s. It’s a perfect time for us to return to that sunny men’s segment and we’ve found the perfect partner in Orlebar Brown. They are just as obsessed with color, fit and quality as we are.”

Raising awareness for the Pucci brand on its Web site, Orlebar Brown shares information about the artistic process behind Pucci prints and the founding of the brand on a dedicated page for the collection.

Orlebar Brown also breathed new life into the prints with the help of content site and creative agency It’s Nice That and London-based animation studio Animade, who turned the graphic designs into GIFs.

In addition to the GIFs being shared on Orlebar Brown’s social media accounts, Pucci shared one of the animations to its own followers.



GIF for Orlebar Brown + Emilio Pucci

"GIFs bringing Pucci prints to life are brilliant, especially on the eve of an upcoming wave of cinemagraphs over the social horizon," Mr. Farkas said. "They're somewhat VanGoughian, and deeply honor Emilio Pucci's mantra of printed style as movement.

"Heritage and emerging leaders will increasingly produce well-crafted 'fashionographs' soon," he said. "Many will stand-out to focus on core messaging and looks with a flair for creative stickiness and driving sales amidst an otherwise mass-DIY selfiegram culture."

Print participation

Pucci has previously dug into its archives for special projects, enabling its history to be viewed with a modern audience.

The label built momentum for "The Glamour of Italian Fashion" exhibit at London's Victoria & Albert Museum by working with Hearst's Harper's Bazaar's United Kingdom imprint to release four limited-edition covers.

The four Emilio Pucci covers graced the April 2014 issue of Harper's Bazaar helped the London fashion scene fete the opening of the museum exhibit on April 5. Harper's Bazaar has an active partnership with the Victoria & Albert Museum and likely increased foot traffic to the exhibit by way of its readership ([see story](#)).

Pucci also caught consumer attention with an installation on the Baptistery of San Giovanni featuring one of its iconic scarf prints.

Pucci's "Monumental" display was 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, also participated in the festival to help celebrate their Florentine heritage ([see story](#)).

When partnering, brands need to keep their own image central, rather than focusing too much on profit.

"Collabs offer brands ways to dip toes into new product lines and diffusion messaging with a nod toward modern culture and lifestyle," Mr. Farkas said. "Mixed reach is achieved with an array of potential benefits, from reaching new demographics, refreshing and exciting shoppers, creating new test feedback loops and sometimes even branching back marking a new house stylistic phase.

"They should be well-calculated as repeated or consistent inauthentic partnerships that focus more on profit generation or distribution convenience run the risk among loyalists and media as tarnishing brand perception and value."

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

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