

COMMERCE

Emilio Pucci captures festival season vibe with tie-dye capsule

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Erica Pelosini in Emilio Pucci spring/summer 2015

By STAFF REPORTS

Italian fashion house Emilio Pucci is showing off a capsule “to dye for” with help from stylist and designer Erica Pelosini.

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Emilio Pucci drew inspiration from its spring/summer 2015 runway collection for a tie-dye capsule collection comprising a series of brightly colored t-shirts. With festival season just beginning, luxury fashion houses are showing consumers how their pieces can be incorporated into an appropriate outfit for an outdoor music adventure ([see story](#)).

Psychedelic dye jobs

The spring/summer 2015 collection, designed by Peter Dundas, drew inspiration from 1970s music poster art to create a slight psychedelic vibe. For the collection, Mr. Dundas incorporated tie-dye motifs to filmy chiffon dresses in addition to crocheted maxi and mini dresses and terry cloth tunics based off of Positano pottery patterns.

Both the fashion house and Ms. Pelosini have shared the images of the capsule collection socially, mainly on Instagram. The shared images were photographed by Daniel Bruno Grandl of The Urban Spotter.

In the images, Ms. Pelosini wears a flowy gown from the spring/summer 2015 collection, modeled by Naomi Campbell during the runway presentation. The images also show two different prints from the tie-dye capsule, paired with sophisticated leather.

Embedded Video: [//instagram.com/p/1dhCyxgxlN/embed/](https://www.instagram.com/p/1dhCyxgxlN/embed/)

Happy to present my collaboration with #EmilioPucci "to dye for" photographed by @TheUrbanSpotter

now on [@EmilioPucci](http://www.emiliopucci.com/it)

By showing both pieces, Pucci is highlighting how the capsule's items, as well as the ready-to-wear collection, can be incorporated into everyday life, and when the consumer attends a musical festival.

With pricing ranging from \$465 to \$530, the limited-edition tie-dye shirts come in traditional t-shirts, either with a crew or v-neck, and a short sleeved tank version.

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