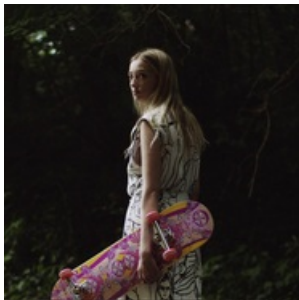


INTERNET

## Pucci takes to the streets for first skateboard collection

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*Image from "Rolling with Emilio Pucci"*

By STAFF REPORTS

Italian fashion house Emilio Pucci is reinventing wheels with the launch of a new limited-edition skateboard line featuring the vibrant prints that are the brand's hallmark.

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To debut the collection, the label teamed with LVMH-owned video platform Nowness on the film "Rolling with Emilio Pucci," which weaves the story of a skate park rivalry between a young woman and two tween boys. Pucci is continuously breathing new life into its prints with collaborations and new product areas, ensuring that the concept does not get staid.

### Friendly competition

Pucci's skateboards are the result of a challenge posed to students at the Swiss art and design university ECAL. After opening up the house's archives to the collegiate, the students were asked to reinterpret Pucci's codes.

The winner was Clmence Chatel's "Dolce Vita," a set of prints that incorporate intrinsically Italian motifs such as ice cream and pasta. Instead of adorning Pucci's fashions, the prints are being used to enliven a set of skateboards.



### *Pucci skateboards*

Pucci's skateboards come in two different shapes, the professional Street Shape that allows the rider to perform tricks and the Cruiser Shape with larger wheels designed for everyday riding on asphalt.

On Oct. 12, when Pucci's skateboards became available, Nowness released a five-minute film directed by Edward Housden as a "test-ride."

At the beginning of the video, a young woman's tentative perch at the top of a halfpipe is juxtaposed with a boy's aerial tricks.

Still at a skatepark, the woman sits directly across from the two boys, staring each other down as the boys rest on a bench drinking orange juice. One of the boys takes a glass of juice and rolls it across to the woman atop a skateboard.

After picking up the juice and drinking it, the model is shown skating along in her silk printed dress from Pucci's 2016 Pilot Resort collection.

The model is rolling along, now joined by the boys, and, inspired by them, she attempts a trick. Instead of launching into the air, she ends up on the ground, staring up at the sky.

Devising a plan to transport her, the boys tie three skateboards together to form a rolling gurney. Following her fall, the boys are about to leave when she gets up her courage again, pulling herself up to the top of a ramp, and she takes a leap of faith.

### *Rolling with Emilio Pucci*

Priced at \$570, a number of the styles had already sold out by press time, showing a strong consumer interest in the line.

Pucci has given its prints new life via other collaborations.

The label gave consumers a taste of "Riviera glamour" through a limited-edition capsule collection with tailored resort wear brand Orlebar Brown.

The 20-piece capsule blended the brightly colored archival Pucci prints with the modern sophisticated aesthetic of Orlebar Brown. The multichannel launch campaign for the collection gave the prints the spotlight, reaching a new generation of consumers with its iconic design style ([see story](#)).