

ADVERTISING

Pucci twists, tweaks past for spring/summer 2016 ad campaign

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Emilio Pucci, spring/summer 2016 campaign

By STAFF REPORTS

Italian fashion house Emilio Pucci's spring/summer 2016 advertising campaign is a reflection of creative director Massimo Giorgetti's "new rule-breaking dictate."

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Mr. Giorgetti joined Pucci in March 2015 as creative director, replacing Peter Dundas who moved to Roberto Cavalli ([see story](#)). As Pucci's new creative director, Mr. Giorgetti saw the spring/summer 2016 campaign as an opportunity to share with brand enthusiasts the vision he has for the house and how he plans to interpret its codes.

At its heart

Pucci used social media to debut the spring/summer 2016 campaign through shared imagery and text explaining the direction Mr. Giorgetti took for the effort.

Described as being "lofty yet fueled by the speedy, impulsive sting of the street," Mr. Giorgetti selected the Villa Gamberaia, a Renaissance palazzo set in the hills outside Florence, as a backdrop for the campaign.

Overall, the imagery explores Mr. Giorgetti's fascination with Pucci's "aristocratic heart" and the "underground energy and a renegade spirit that leads to cool fashion content for a new generation."



EMILIO PUCCI

Emilio Pucci's spring/summer 2016 campaign

The campaign, shot by Ezra Petronio, founder of Self Service magazine, features models Odette Pavlova and Kadri

Vahersalu who run, laugh and play at whim in pieces from the spring/summer 2016 collection. Representing classic beauties who do not abide by conventional rules, the models' clothing looks as if were thrown on to evoke an unscripted and spontaneous feeling.

"We've been building this new mood for the brand since we shot two models in T-shirts on the top of the roof of Palazzo Pucci in Florence," Mr. Giorgetti said, citing the Pilot collection in June 2015 ([see story](#)). "Pucci's sophisticated past is always present, but it's twisted and tweaked.

"The pieces are all very high end, but the attitude is easy and cool," he said. "These are bon ton girls who run around with undone hair."

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