

IN-STORE

## Pucci shares colorful quirks at permanent Galeries Lafayette shop

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*Emilio Pucci, spring/summer 2016 campaign*

By STAFF REPORTS

Italian fashion house Emilio Pucci is vying for visibility with a new shop-in-shop at Paris department store Galeries Lafayette.

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Department stores in international capitals are ideal for awareness building, as these locations draw tourists who may be more inclined to make a purchase, as well as showrooming by locals and frequent shoppers. Galeries Lafayette and other high-end department stores often host pop-ups and permanent shops to give partner brands a farther-reaching platform.

### Pucci placement

The development of Pucci's shop-in-shop follows the house's hire of Massimo Giorgetti as creative director. Pucci welcomed the designer, who replaced Peter Dundas after he left the house for Roberto Cavalli, via social media in March 2015 ([see story](#)).

Open as of Feb. 29, the Pucci store is located on the second floor within Galeries Lafayette's luxury and designer section. Within the store, Pucci will stock the first two ready-to-wear collections designed by Mr. Giorgetti and an edit of the brand's accessories.

Mr. Giorgetti's first full collection for Pucci was for the spring/summer 2016 line. With this collection's campaign, Mr. Giorgetti saw an opportunity to share with brand enthusiasts the vision he has for the house and how he plans to interpret its codes ([see story](#)).



EMILIO PUCCI

*Emilio Pucci spring/summer 2016 advertising campaign*

The shop is colorful and quirky, much like Pucci's design aesthetic, and features custom furniture created by Italian furniture specialist Cassina.

Pucci's shop at Galeries Lafayette joins three other locations the Italian heritage brand operates in France. The brand has a second presence in Paris with its Avenue Montaigne boutique and other storefronts in Cannes and Saint-Tropez.

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