

HOME FURNISHINGS

## Pucci outfits Illy tablewares with its bright, color-block city scenes

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*Emilio Pucci x Illy Art Collection, Battistero Florence print*

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By STAFF REPORTS

Florentine fashion label Emilio Pucci is celebrating Italian coffee culture through a creative partnership with Illy.

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Part of Illy's "Art Collection," Pucci has teamed with the coffee company on a series of espresso cups wrapped in the fashion house's colorful aesthetic. Espresso drinking is a quintessentially Italian pastime, and Pucci's table top accessories collection serves to celebrate its culture and lifestyle in an accessible way.

### A cup of Pucci

Pucci's participation in Illy's Art Collection marks the first time the fashion house and coffee company have come together for a creative project.

For the Emilio Pucci x Illy Art Collection, Pucci selected six of its "Cities of the World" prints, including an illustration designed by Marquis Emilio Pucci in 1957. The hand-drawn cityscapes, representing international metropolises, are found on Pucci silk twill scarves.

Prints repurposed for the Art Collection include scenic illustrations of Florence, Milan, Rome, New York, London and Paris.



*Emilio Pucci x Illy Art Collection, Milan print*

The Battistero Florence illustration was drawn by Mr. Pucci and features the city's Piazza Santa Maria del Fiore in the brand's now iconic yellow, orange, "Emilio pink" and fuchsia color palette. The silk scarf print was originally intended to be a souvenir when Mr. Pucci's clients would visit his Florentine atelier ([see story](#)).

"My father was always sketching, drawing and creating," said Laudomia Pucci, the late Mr. Pucci's daughter and current image director at Emilio Pucci, in a statement. "In a way, he was always as much an artist as a fashion designer, so it is wonderful to see his work sit together with Illy's esteemed roster of contemporary artists."

In addition to espresso cups, the Art Collection includes cappuccino and standard coffee mugs. The set will be packaged in a specially-designed box with landmarks depicted on the ceramics looped together to create a skyline look.



*Emilio Pucci x Illy Art Collection, New York print*

The limited-edition series will be signed and numbered. The Emilio Pucci x Illy Art Collection will have limited points of sale, with the set only available at Illy stores, a few select design shops, pop-up locations and Pucci's European Web site.

Through this collaboration, Pucci joins past Illy Art Collection participants such as Jeff Koons, Marina Abramovic, Robert Rauschenberg, Julian Schnabel, Anish Kapoor and Daniel Buren. The program was launched in 1992.