

APPAREL AND ACCESSORIES

Emilio Pucci heads to summertime retreats with limited-edition bikinis in tow

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Emilio Pucci's bikini bar display; Photo courtesy of Emilio Pucci and Daniele Venturelli

By STAFF REPORTS

Italian fashion house Emilio Pucci is dressing beachgoers in Cannes, France for fun in the sun with a bikini bar concept.

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For the summer months, Emilio Pucci will bring its bikini bar to different beachside locations along the Mediterranean coast. Emilio Pucci's first stop on its summer road trip is the Cannes Film Festival, which kicked off May 17, with the bikini bar being available from May 16-28, when the festival concludes.

See you at the beach

Emilio Pucci's bikini bar will be set up at its boutiques in cities that double as popular holiday retreats.

After its first stop in Cannes, the bikini bar will head to Emilio Pucci boutiques in Beirut, Lebanon; Capri, Italy; Mykonos, Greece; Taormina, Sicily; Saint Tropez, France and Porto Cervo, Sardinia.

The bikini bar is designed to resemble a colorful cabin typical of what is seen on local beaches and used as changing rooms.



Emilio Pucci bikini bar display

Emilio Pucci's bikini bar offers limited-edition swimwear in 19 of the brand's colorful prints. The iconic patterns include Emilio Pucci's Ranuncoli, Lance and Labirinto and archival prints such as Gazelle, Parasol and Libellula.

The brand's bright and colorful aesthetic is fitting for summer swimwear and has been applied to a triangle bikini style for the concept shop.

Emilio Pucci is using the silhouette of a mermaid, beloved by Mr. Pucci, in branding for the bikini bar concept.

The bikini sets will retail for \$294 and will also be sold online on Emilio Pucci's Web site.



Brand founder Emilio Pucci was inspired by the mythical mermaid

Traveling summertime pop-ups and concept stores are common as wealthy clients hit the beach.

Last summer, Italian fashion label Fendi took its accessories to the streets with a road trip.

Kicking off in the Hamptons Fourth of July weekend on Long Island, NY, Fendi's cherry red truck traveled across North America, creating a mobile pop-up store in each city it visited. For Fendi, these pop-ups gave it the opportunity to diversify the retail experience for consumers, and gave them a new way to explore its latest wares ([see story](#)).