

APPAREL AND ACCESSORIES

Emilio Pucci appeals to sneakerheads in city-inspired collection

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Emilio Pucci's Sneakers of the World includes 11 international cities. Image credit: Emilio Pucci

By STAFF REPORTS

Italian fashion house Emilio Pucci is translating its colorful aesthetic to sportswear through a limited-edition series of sneakers.

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Emilio Pucci is embracing the athleisure trend with the introduction of Sneakers of the World, a series of 11 limited-edition versions of its City Up sneaker style. Sneaker collection is a lucrative hobby, with some limited-edition or noteworthy footwear styles retailing for thousands and others spurring high ticket prices at auction.

Attention sneakerheads

Emilio Pucci's Sneakers of the World collection is a colorful "journey across the world." Each of the 11 City Up designs uses exclusive color combinations that evoke the ethos of the city it is meant to represent.

For example, Emilio Pucci selected dynamic colors of Milan, a tropical palette for Miami and radiant shades for Seoul, South Korea.

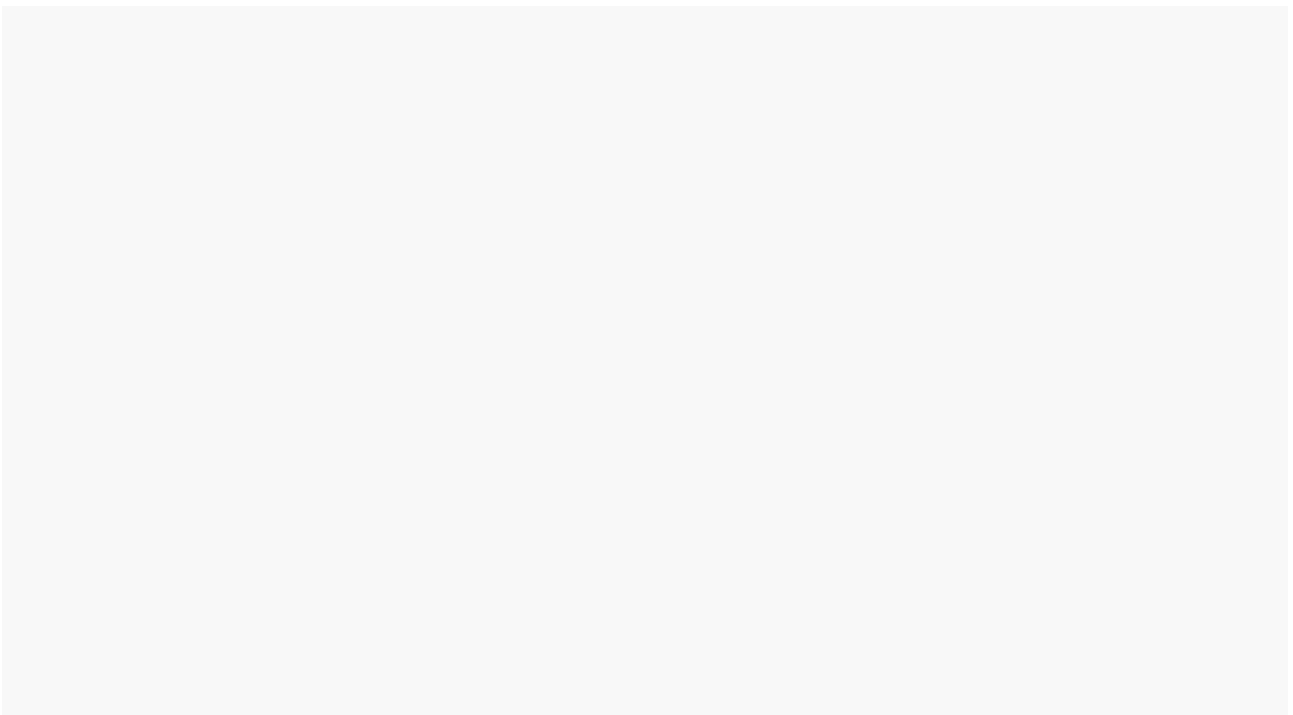


Emilio Pucci's City Up Sneakers of the World in Milan. Image credit: Emilio Pucci

Additional cities translated into colorful sneakers include Florence, Rome, Paris, London, Dubai, United Arab Emirates, Moscow, Hong Kong and New York.

The name of the city has been embroidered on the back of every shoe. In addition to its colorful design, each shoe features elastic bands and mini rouches detailing to create a unique and fashionable sneaker.

Emilio Pucci will sell its Sneakers of the World at its boutiques at the related city. Sneaker connoisseurs and avid Emilio Pucci fans are likely to jet-set across the globe in search of Sneakers of the World at their point of inspiration.



A chameleon soul with an obsession of freedom! #PucciCityUP #LondonCityUP #EmilioPucci #PucciFW17 #London
#Sneakers

A post shared by Emilio Pucci (@emiliopucci) on Jun 14, 2017 at 9:05am PDT

The whole line will also be sold exclusively on Emilio Pucci's Web site.

Sneakers have emerged as a vehicle for designer and consumer creativity as luxury continues to move toward casual dress.

For example, U.S. fashion label Marc Jacobs is inspiring consumers to be artists through a collaboration with California shoe brand Vans.

The limited-edition Marc Jacobs x Vans style comes with a set of felt markers, giving owners the chance to customize their footwear with some DIY decoration. To launch the shoes, the label tapped 17 artists to decorate their own pair, showing the diversity of possibilities of the blank canvases ([see story](#)).

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