

APPAREL AND ACCESSORIES

Pucci brings its colorful joie de vivre to junior girls collection

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Emilio Pucci's junior girls line is in agreement with Simonetta. Image courtesy of Emilio Pucci

By STAFF REPORTS

Italian fashion house Emilio Pucci took to Pitti Immagine Bimbo to reveal its new junior line in partnership with Simonetta.

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With its 85th year concluding June 22-24, Pitti Immagine Bimbo is a biennial children's clothing trade show held in Florence. The children's apparel category is skyrocketing with nearly every high-end designer label producing mini me trends and collections dedicated to its youngest adherents.

For the girls

In May, Emilio Pucci announced it had entered a partnership with Simonetta, an Italian children's clothing company, to launch a junior line of apparel and accessories.

The multi-year licensing agreement between Emilio Pucci and Simonetta includes design, manufacture and distribution for the brand's children's wear. The line will be dedicated to girls and newborns, up to age 14, and will be based on the creative inspirations of the Emilio Pucci brand.

Emilio Pucci's first collection under its agreement with Simonetta is for spring/summer 2018. The brand opted to present its juniors line June 22 at Pitti Immagine Bimbo at the Palazzo Pucci in Florence.

The cheerful and colorful collection is available at Emilio Pucci flagship boutiques and its online store. A selection of multi-brand boutiques and exclusive department stores will also carry the junior line.



The Emilio Pucci junior collection includes dresses and separates in whimsical prints. Image courtesy of Emilio Pucci

"We are enthusiastic to announce this partnership with Simonetta, a company with which we share values, such as quality, passion for creativity and sophisticated elegance which represent the greatest expression of the Italian spirit," said Mauro Grimaldi, CEO of Emilio Pucci in a statement when the Simonetta agreement was announced.

"Pucci has always been synonymous with color, joie de vivre, energy and refinement," he said. "This collection represents a natural extension for our universe."

While developing children's wear may have seemed risky to luxury brands in the past, the market is rife with untapped potential for high-end fashion players, according to a report by Fashionbi.

"Kidswear Market: Evolution and Potential" explains how a combination of factors, including parents having children at an older and more financially stable age, an increasing birth rate and baby boomer grandparents with the means to dote on their grandchildren, have helped to boost market growth in the children's wear sector. Over the past couple of years, a number of luxury labels, including Tom Ford and Balmain, have begun designing for younger consumers, appealing to a more brand-conscious generation ([see story](#)).

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