

APPAREL AND ACCESSORIES

Emilio Pucci paints portrait of wanderer in fall campaign

July 7, 2017



Emilio Pucci's fall/winter 2017 ad campaign. Image credit: Emilio Pucci

By STAFF REPORTS

Italian fashion label Emilio Pucci is speaking to selfie culture in an advertising campaign that expands a model role beyond posing.

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To promote its fall/winter 2017 women's wear collection, Pucci filmed its idea of the flaneur, a French term meaning one who strolls or wanders. Keeping with the travel theme, the brand's campaign film comes alive with help from an increasingly popular tourist accessory and pastime.

Let me take a selfie

Pucci's campaign was shot by photographer Charlie Engman and was art directed by Paris-based agency Al Dente.

Model Josephine Le Tutour stars in the colorful spread in which both she and the set around her wear prints and pops of bright hues.

In a short film, the model is first seen pushing a luggage cart.

She is also captured wearing a lime green head-to-toe ensemble while taking a selfie with a similarly colored selfie stick. As she angles her phone up, the camera angle switches, providing the point of view from the phone's perspective.

Throughout the film, the model also poses with a large-scale print of her face and interacts with a wall-size map. At the end of the video, she is seen carrying a replica Michelangelo's David off screen.

Emilio Pucci Fall Winter 2017/2018 video campaign

Squarely rooted in its Florentine heritage, Pucci's marketing and designs often take a worldly perspective.

For instance, 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 ([see story](#)).

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