

APPAREL AND ACCESSORIES

## Bonaveri, Pucci collaborate on joint exhibition in Florence

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*Pucci and Bonaveri's collaboration runs until June 15. Image credit: Bonaveri*

By STAFF REPORTS

Bonaveri and Pucci, two Italian companies, have come together for Pitti Uomo to create a unique exhibition.

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At Palazzo Pucci, an installation has been running that sees Pucci's clothing designs displayed on some of Bonaveri's mannequins. The experiential installation shows how the brands are looking to create unique in-person experiences for customers.

### Fashion collaboration

Palazzo Pucci, the headquarters of the Italian brand, is the backdrop for a new collaboration between Pucci and Bonaveri.

Called "Bonaveri, A Fan of Pucci," the collaboration will see the two brands combining what they are best known for: Pucci's clothing and Bonaveri's mannequins.

Throughout Palazzo Pucci, Bonaveri's figures will be dressed in the latest designs from Pucci. The collaboration totals 115 mannequins, 31 busts and one giant mannequin, each showing off unique pieces from the collection.



*The collaboration is called Bonaveri, A Fan of Pucci. Image credit: Bonaveri*

There will also be pieces from Pucci's archives on display dating back decades.

Bonaveri and Pucci have released short films showcasing the exhibition and some of the many designs on display.

The invite-only event runs from June 12 to June 15.

Palazzo Pucci has also recently become the headquarters for one of its parent company LVMH's programs. Due to the number of Italian brands within its stable, French luxury conglomerate LVMH is expanding its Institut des Mtiers d'Excellence (IME) program in Italy.

LVMH's IME expansion includes a Florence-based headquarters for the program housed in the Palazzo Pucci, the historic home of Maison Emilio Pucci. The IME also has centers in France and Switzerland to train talent and retail specialists in fashion, spirits and horology, among other verticals ([see story](#)).

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