

APPAREL AND ACCESSORIES

## Pucci opens up archives for Neiman Marcus exclusive

November 6, 2018



*Emilio Pucci's collection for Neiman Marcus. Image credit: Emilio Pucci*

By STAFF REPORTS

Italian fashion house Emilio Pucci is partnering with Neiman Marcus to remake some of its heritage prints for the contemporary customer.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

A capsule collection of swimwear and ready-to-wear pieces has been constructed using archival patterns exclusively for the department store brand. Exclusives are a way for retailers and brands to celebrate their relationships, while also providing something unique to shoppers.

Resort retail

Pucci's collaboration with Neiman Marcus focuses on a trio of prints that originated between 1966 and 1971.

The patterns have been fashioned in silk jersey dresses, kaftans, swimwear and the palazzo pajama, a style that originated for parties at Palazzo Pucci. Pieces start at \$215, and are retailing solely at Neiman Marcus.

Celebrating the launch of the collection, Pucci hosted a fashion show at the retailer's Beverly Hills, CA store. The retailer also held a talk between Pucci chairman and image director Laudomia Pucci and Ken Downing, Neiman Marcus' fashion director.

[View this post on Instagram](#)

Neiman Marcus celebrated the launch of Emilio Pucci Resort Poolside Collection in Beverly Hills. Discover the exclusive collection on [www.neimanmarcus.com](http://www.neimanmarcus.com) #emiliopucci #puccivibes #PoolCollection #HeritageHub @laudomia.pucci @emiliopucci

A post shared by Emilio Pucci (@emiliopucci) on Nov 4, 2018 at 5:19am PST

### *Instagram post from Emilio Pucci*

Meanwhile, a private dinner brought together Ms. Pucci and personalities including actresses Jaime King, Dree Hemingway and Skai Jackson.

Pucci has often leaned into resort dressing with limited-time collections.

Last year, the house dressed beachgoers in Cannes, France for fun in the sun with a bikini bar concept.

For the summer months, Emilio Pucci brought its bikini bar to different beachside locations along the Mediterranean coast. Emilio Pucci's first stop on its summer road trip was the Cannes Film Festival, which kicked off May 17, with the bikini bar being available from May 16-28, when the festival concludes ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.