

MEDIA/PUBLISHING

Pucci looks to the unexpected in publishing initiative

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Emilio Pucci releases the book "Unexpected Pucci." Image credit: Emilio Pucci

By STAFF REPORTS

Italian fashion label Emilio Pucci is immortalizing the history of its brand's endeavors outside of fashion through a special book.

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Luxury publishing house Rizzoli has produced a tome curated by Pucci vice president and image director Laudomia Pucci. The book, "Unexpected Pucci," details the extensive journey the brand has taken, including Mediterranean colors, silk scarves and partnerships with international leaders in art and design.

Pucci and publishing

Unexpected Pucci is comprised of chapters focusing on rugs, porcelain, art and artistic collaborations.

Its chapter dedicated to rugs features pieces in the Pucci archives that were first presented at the Museo Nacional de Arte Decorativo in Buenos Aires in 1970 and which have been reissued in the brand's historic prints. They are displayed at the Palazzo Pucci.

For porcelain, the book features products such as coffee and tea sets, vases and plates made in collaboration with Rosenthal featuring iconic Pucci prints such as the Pebble motif.

The band has launched an installation to fete the release of the book featuring pieces that are detailed in Unexpected Pucci. In addition, the exhibit will showcase porcelain pieces, rugs and artworks for the first time, all inspired by founder Emilio Pucci.



Pucci's exhibit. Image credit: Emilio Pucci

"This book narrates the amazing versatility of the Pucci universe," said Laudomia Pucci, vice president and image director of Emilio Pucci, in a statement. "Over the years these objects have enriched key periods for our fashion house, and I'm excited about sharing the creative wealth of these prestigious collaborations, especially with new generations of talents."

Recently, Emilio Pucci spoke to selfie culture in an advertising campaign that expanded a model's role beyond posing.

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 came alive with help from an increasingly popular tourist accessory and pastime ([see story](#)).

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