

APPAREL AND ACCESSORIES

Emilio Pucci collaborates with Supreme on colorful casualwear

June 14, 2021



Emilio Pucci is the latest LVMH label to partner with Supreme. Image credit: Emilio Pucci

By LUXURY DAILY NEWS SERVICE

Italian fashion label Emilio Pucci has partnered with streetwear brand Supreme on a capsule collection featuring two archival prints.

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

The spring/summer 2021 collection included 14 pieces with Pucci's 1965 Tulipani print and 1970's Fantasia print. Many pieces are already sold out, demonstrating the continued appeal of collaborations between luxury labels and Supreme.

Supreme x Pucci

The prints appear on more casual fare than Pucci's traditional offerings, including water-resistant nylon sport suits, shirts, T-shirts, hoodies, shorts and sunglasses. Pieces are described as unisex, expanding Pucci's usual customer base.

While best known for its colorful womenswear, the brand's founder started his career in the late 1940s when he created a streamlined ski suit that appeared on the pages of *Harper's Bazaar*.



Pieces from the Supreme x Emilio Pucci collection in the Fantasia print. Image credit: Emilio Pucci

Of the remaining piece from the Supreme x Pucci collection, prices collection range from \$178 for a pair of sweatpants to \$1,195 for a smoking jacket, with all items made in Italy. The Tulipani pattern has bright shades of red, orange, blue and green in floral-inspired shapes, while the Fantasia kaleidoscope-esque print is available in pink, blue and black colorways.

The collection was offered on both the Pucci and Supreme ecommerce sites.

Pucci is not the only LVMH-owned brand to collaborate with Supreme. The skateboard lifestyle label has also released limited collections with French fashion house Louis Vuitton and German luggage brand Rimowa ([see story](#)).

In late 2020, Supreme completed its sale to global lifestyle apparel, footwear and accessories company VF Corporation. Following the \$2.1 billion transaction, Supreme has become a wholly owned subsidiary of VF Corporation ([see story](#)).

© 2021 Napean LLC. All rights reserved.

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