

FRAGRANCE AND PERSONAL CARE

Emilio Pucci, Acqua di Parma join to support Save the Children

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The new fragrance collection benefits the Rewrite the Future initiative by Save the Children. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

LVMH-owned Italian fashion house Emilio Pucci and fragrance brand Acqua di Parma have presented a new holiday season fragrance collection to support [Save the Children's](#) Rewrite the Future initiative.

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Save the Children is an international organization that aids disadvantaged children and young people by ensuring their right to quality education. Driven by their shared belief that culture and education are essential to safeguard the future and serve as the foundation for the Italian art of living, the two brands are hoping to send a message of hope to their audiences of today and tomorrow.

Giving back

The new Emilio Pucci x Acqua di Parma collection includes Acqua di Parma fragrance and beauty products, as well as candles, room sprays and other homeware from the brand.

Each piece in the collection features classic Emilio Pucci motifs, such as the Vortici swirl which is presented in the Acqua di Parma yellow for a bright interpretation.

With this design, the two LVMH-owned brands invite customers on a journey through Italian beauty and culture.

The collection comes to life in a campaign by director Virgilio Villaresi, who defines himself as a craftsman of dreams. For the film, he created a stop-motion video featuring the Vortici print and products in the new collection.

A dynamic swirl of color travels across Italy, illuminating monuments and enhancing gardens

The Emilio Pucci x Acqua di Parma collection is available in the stores and ecommerce channels of both brands. Products in the collection range from \$97 to \$600.

In celebration of the holidays, an Advent calendar is included as part of the Emilio Pucci x Acqua di Parma collection, which features 25 miniature beauty and fragrance items.

Every item in the collection contributes to the Rewrite the Future campaign by Save the Children.

In June, Emilio Pucci partnered with streetwear brand Supreme on a capsule collection featuring two archival prints. The spring/summer 2021 collection included 14 pieces with the 1965 Tulipani print and 1970's Fantasia print.

They appear on more casual fare than the brand's traditional offerings, including water-resistant nylon sport suits, shirts, T-shirts, hoodies, shorts and sunglasses. Pieces were described as unisex, expanding Emilio Pucci's usual customer base ([see story](#)).

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