



INITIALS E.P.

Dusk along the Arno River, a panoramic city landscape in the fading light. An outdoor gathering to inhale the air and feel the breeze of Florence. Bright Pucci colours foregrounding a Tuscan palette. The music - sensitive, pulsing, uplifting - brings an emotional charge to the setting. It is here that Camille Miceli presents her first Pucci show, one year after making her debut as artistic director.

Florence, the ancestral home of Emilio Pucci and of the Maison, plays a starring role in this grand occasion where the Pucci lifestyle meets the runway. Titled *Initials E.P.*, the collection combines innovative creation with far-out style.

Inspired by Emilio Pucci's design of the official logo for NASA's Apollo 15 space mission in 1971, the season launches into a new realm - at once escapist and wearable. Enhanced materials and high-impact motifs are infused with a '60s space-age vibe, while an expanded range of accessories brings even more playfulness to the Pucci art de vivre.

Air and space are explored as carefree yet sophisticated silhouettes. The line-up opens with a flowing caftan in the *Pesce* motif, as light as a kite. Several all-white looks follow: a pair of fitted jeans, a contoured mini dress, a crop top embellished with crafted, colourless flowers. In the absence of print, these embellishments put a fresh twist on artisanal techniques. A series of knits enlivened with several bands of print revisit Pucci's bodycon creations before shifting to boyish looks that layer the Maison's motifs with bold expression. The signature *Mazmo* print appears as all-over denim, which has been laser-treated and washed with reused water as a sustainable process. Here, a bustier and ample jeans, or a fringed, shawl-collar jacket paired with a mini skirt exude a remixed '90s attitude. The season's beach looks are subtly sexy, as long zip pulls like those on wet suits are embellished with strass, transformed from sporty to chic.

A cheeky vision of Pucci on the moon plays out as printed silk twill laminated with gold foil for a crackled iridescence that shimmers from dresses and ensembles with swirling volumes. Ripstop is also given the Pucci treatment, colourful with a frosted effect. There is a dazzling balloon silhouette designed just for the show and then the final act: eight catsuits in permutations of Pucci print and increasing layers of gold jewellery with an ornamental T-shirt assembled from chains to close the show.

New bags emphasise fun alongside function. There's the *Daily* bucket bag piped with print; the *Puccinella* in straw with a cheeky bikini detail. Shoes span exaggerated platform sandals to cool pointy kitten heels boasting little fishes. Printed bucket hats are outlined with sunglasses; look through the brim and see the world in saturated, sunny hues. With printed floaters carried as accessories, the message is that life is all about making a splash.

As always, the Pucci community is embraced through transgenerational style. Personality makes a stronger statement than age. From Florence to the Earth's outer atmosphere, the sky's the limit.