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Emilio Pucci



Synopsis

Please Note: Color and design may vary. Available in four different cover designs, each depicting an original pattern from the Pucci collection of which one at random would be delivered. The prince of prints: Pucci's vision and legacy

Emilio Pucci (1914-1992) had a passion for women, a visionary sense of style, and an eye for color and design. With these talents he created a fashion house unlike any other. By the early '50s his boutique on the isle of Capri was catering to wealthy sophisticates, heiresses and movie stars buying his "Capri pants", silk scarves and lightweight separates. By the end of the decade, Jacqueline Kennedy and Marilyn Monroe were wearing his dresses, and by the mid-60s the label was synonymous with the gilded lifestyle of an international jetset. Today, the house remains as vibrant as ever – Victoria Beckham, Elizabeth Hurley, and Kylie Minogue are adherents. The Pucci story is a modern epic with its roots in renaissance Italy: the brand's founder, the Marchese Emilio Pucci di Barsento, was a charismatic aristocrat whose lineage extends back to the 14th century. It is a story of evolution: how a family company grew from one tiny store to an international brand with 50 boutiques worldwide (and a presence in 300 more). And finally, it is a tale of innovation: Pucci was one of the first brands to bear a logo, and a pioneer of diversification into interiors, athletic wear and accessories. It introduced free-moving, lightweight fabrics, pop art prints, and a new color palette into womenswear, and constantly pushed fabric and printing technologies. Featuring hundreds of photographs, drawings, and candid shots from the archive of the Emilio Pucci Foundation, this tome captures the breathtaking elegance and drama of a unique brand. Vanessa Friedman's text places Emilio's achievements in the context of fashion history, and provides insight into the remarkable Pucci dynasty.

Available in four different cover designs, each depicting an original pattern from the Pucci collection. First published as a limited edition - now available in a standard TASCHEN edition! Text in English, French, and German

Book Information

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Customer Reviews

What a treat that taschen decided to publish an unlimited edition of this book (I believe they originally published the book in a numbered limited edition of 10,000 with at least a dozen different cover designs - naturally it cost quite a bit more). Now more of us can afford and enjoy this absolutely beautiful book. First of all, the cover art is spectacular. Please note there are actually 4 different covers offered. I do not believe offers the buyer the opportunity to select a particular cover but all 4 are fabulous pucci prints. In my opinion you can't go wrong! That being said, I know someone who purchased a limited edition copy thinking she would receive the cover depicted (which happened to match her living room perfectly) so she was a little disappointed when she received a different print on the cover of her book (albeit still beautiful). If that matters to you, you might want to purchase the book elsewhere. As for content, this book is just beautiful. Everything from the fashion photos to the drawings to the candid shots is lovely and shows the remarkable variety in the patterns as well as the diversity of the clientele that is drawn to the brand. Pucci seems to be adored by all. The text is succinct and informative with little tidbits to give you a true feel for the brand and it's evolution. I cannot recommend this book enough. Much like the Pucci brand, this book should have very wide appeal. It would make a wonderful gift for the person who has everything!

I was a teenager in the 60's, and some of the photos in this book really take me back. I still love the Pucci prints. This is a gorgeous and elegant book, with a lot of interesting history. If you are a fan of Pucci or of period textiles in general, I think you will really like this.

This is a wonderful book filled with the history of the famous iconic Italian designer, Emilio Pucci. Depicted in glorious color palette are his famous kaleidoscope prints, apparel, and various designer items. This is the best and complete Fashion book on the market.

Beautiful book! It's part of my coffee table scape and I find myself looking through it time and again.

Just gorgeous! Very good quality stock and binding. Excellent purchase!

I have now given this book as a gift twice. It is beautiful inside and out, and everyone loves it! sells it for a great price; I highly recommend.

I bought this Emilio Pucci book as a gift to my son who recently married and her wife love Pucci. . The book is excellent and It is a great gift too

Love this book! Great overview of Pucci history in print - good for those who love Pucci patterns and makes a great coffee table book!

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