

PUCCI



Pucci Junior

Pucci defines the fashion house's new course under the Artistic Direction of Camille Miceli as follows: a genuine journey that also embraces the junior line. A modern way of being and moving, with an ultra-contemporary wardrobe boasting luxurious and carefree allure, which has its roots in the brand's history.

THE SPIRIT

The Italian summer bursts forth in the Spring Summer 2023 Main Collection by Pucci Junior, a boom of colour and sophisticated details for an increasingly natural connection with the women's line, from which inspiration is drawn in the form of the shapes and iconic prints. The inclusive Pucci Family thus reveals the strong bond between mother and daughter united by the contemporary vision of the Maison's new course led by artistic director Camille Miceli.

THE COLLECTION

The iconic all-over Marble print in new eye-catching summer shades represents the leitmotif of the collection - a vibrant kaleidoscope that accompanies the outfits on the balmiest of days and vacations by the sea. The Spring Summer 2023 Main Collection by Pucci Junior is enriched by a brand-new print, Rosa, sporting an abundance of petite roses that grace mini dresses, blouses and breezy skirts with an all-over motif.

The fabrics are fluid and versatile: for braving the extreme heat, lightweight cotton and cool silk alternate with the refined red and peony jacquard, perfect for special occasions. The iconic cool and floaty muslin kaftan, flaunting a brightly-coloured all-over Marble print, is most certainly worthy of a mention.

The attention to and pursuit of exclusivity reference the origins of the Maison and enrich the Junior collection with garments of refined simplicity: the printed details permeate the pure-white silk in the sporty-luxury proposals and become dynamic tubular fringes on dresses, trousers and shorts, strongly evoking the women's collection. Micro and maxi embroideries instead depict the new rose and iconic intertwined fish, the fashion house's signature logo; exclusive and elegant details - such as the fish patch crafted from glittering micro beads - enrich a number of pieces.

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The New Born collection adopts the mood of the junior line, with an increasingly articulated offering. Rompers, playsuits and coordinated looks are fashioned from soft jersey and cool poplin in the various prints that characterise the collection. Practical and *en-vogue* accessories such as the 'mummy' bag, hairband and jacquard terry poncho accompany the clothing designed with little ones in mind.

THE BEACHWEAR

Lycra and terry open the doors to summer: a fresh and colourful welcome to the most fun of the seasons. The vibrant and unforgettable garments play with volumes and colours, as seen in mini dresses, tops and skirts featuring multi-coloured printed frill detailing. The Marble pattern is triumphant in the game of colours, also personalising bikinis and one-piece swimsuits with all-over prints or contrasting details on the trims.

The strong connection with the women's collection introduces the soft jacquard cotton terry that boasts the new Pucci monogram: cover-ups, mini jumpsuits and coordinated sets are the must-haves for days at the beach combined with the beach towel and mariner's cap, both featuring Marble-print detailing.

The accessories complete the collection: visors, headbands and hair scrunchies are combined with the nylon sea bags and the fun bucket bag with fringing. Sandals, flip-flops, Furlanes and sneakers create outfits of a contemporary essence and strong stylistic identity.

MINI ME

The Pucci Family is expressed through a 'flash' mini-me collection: the Marble print - in its black/red variant - is re-produced for girls, with timeless pieces retrieved from the women's collection.

The kaftan flaps in the warm wind of the Italian summer while breezy blouses and dresses complete the day&night outfit line, paving the way for beachwear and accessories with printed details sporting perfect mum and daughter mini-me styling.