

PUCCI



Pucci Junior

Pucci's new course under the Artistic Direction of Camille Miceli continues: a genuine journey that also embraces the junior line. An ultra-contemporary world of luxurious and carefree allure that permeates the entire collection, exploding in a mix of details that has always distinguished the brand.

THE SPIRIT

The Fall Winter 2023 collection sees Pucci Junior emphasise the strong connection with the women's line, a real source of inspiration in which the bond between mother and daughter is exalted in an increasingly *en-vogue* and updated vision.

THE COLLECTION

The absolute protagonist of the season is the *Iride* print proposed in two variants: the multi-coloured version, with a strong and dynamic twist that accompanies the more sporty looks inspired by the world of basketball, and the version boasting pastel tones, which comes to life on romantic dresses perfect for everyday wear, as well as on more glamorous and sophisticated occasions.

The collection is dominated by looks featuring a fresh and dynamic sense of style - a mix and match of styles with a colourful and fun twist, suitable for various occasions. The refined and ultra-modern fabrics recall the dynamic nature of the entire line: the mesh inserts and lycra of the gym sets with tops and leggings for the sporty-luxury proposal, alternate with the more cosmopolitan and feminine offering, with cotton poplin for the dress with balloon sleeves and for the matching shorts.

The care and pursuit for exclusivity evoke the brand's origins and enrich the Junior collection with garments of refined simplicity: the iconic Pucci twill pyjamas are a true must-have. While for gypsy-like femininity, floaty frill detailing in multi-coloured patterns invades mini and maxi skirts, blouses and loose-fitting dresses.

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The knitwear features a twist on the classic braid: inserts sporting the iconic fish from the new Pucci era are proposed for the dress and cardigan in the off-white and blue-spectrum colour variants, and are also found on coordinated hats and scarves. A fun and cheerful knitwear offering in vibrant hues is added to the proposal, with twin-sets, dresses and bermuda shorts that take inspiration from the prestigious archive.

The cloth trench inspired by the women's collection opens the door to winter: a fashion-forward and 'cool' welcome to the colder season. Bomber jackets and down jackets play with volumes and colours, where the two interlaced fish are engraved onto the back using a new technique. The *Iride* pattern is triumphant in the game of colours, also personalising jackets and sweatshirts with all-over prints or detailing on the sleeves and hoods.

Printed accessories complete the Pucci collection: headbands, hair bows and scrunchies for a detail-oriented little girl with refined elegance, while combat boots and rain boots lend grit to bolder looks.

NEW BORN

The new born collection picks up on both the mood and the fabrics of the girl's line, with an increasingly articulated proposal: rompers, soft jersey playsuits and coordinated looks feature the collection's prints. The mini trench provides even the smallest of girls with that touch of sophistication and glamour. Gift boxes and nursery accessories welcome little ones: mummy bags and sleeping bags are combined with bibs and cuddly blankets.