



Tinkie Costantini. Silk dress with Tulle, pastel and sequins with Inlaid bows. Spring/Summer 2003 Collection.

Fashion & Beauty

There were teal blankets and grapes hanging from a vine like sparkling emeralds. It was this scene that inspired the pioneer of prints, Emilio Pucci, to start what is now an iconic fashion label. The '50s gave Pucci a pastel dream to base his designs on and through the '60s and '70s, his designs followed the trends of self-expression and free love. His designs have adorned stars and celebrities, starting with Marilyn Monroe and Jacqueline Kennedy, through to today's stars like Kylie Minogue and Victoria Beckham.

Pucci was the first to bear a logo and also one of the first to diversify into different mediums like interiors and accessories. With over 300 stores today, the Pucci dynasty continues to push fabric technology and deliver elegant high-end fashion for the true fashionistas. This history of style is captured in a wonderful book called *Emilio Pucci*, edited by Vanessa Friedman, and each copy is a limited edition, bound in a Pucci collection print, \$550. Published by TASCHEN and distributed in New Zealand by New Holland. 📖

