



PRINCE OF PRINTS

The Florentine aristocrat Emilio Pucci married Italian *joie de vivre* with an American culture of sportswear and revolutionised post-war fashion. Far from imposing on a woman's lifestyle, his clothes allowed her to have one. Vibrant, sexy, modern and relaxed. Pucci even let her roll his designs up and tuck them in her handbag. From his jewel-box store on Capri (in 1949 a tiny resort for artists, intellectuals, aristocrats and rich Americans and Hollywood stars who 'got' his clothes at once) Pucci built a global empire that included towels, sheets, rugs, a car, stewardess' uniforms; even the logo for the Apollo 15 space shuttle. Glut yourself on the glorious images in this tribute to the curiosity, zest for life and unique aesthetic of an extraordinary man.

Emilio Pucci ed. by Armando Chitolina, \$550 from Benedikt Taschen (distributed by New Holland Publishers).