

Asha Ballard

Notes from Emilio Pucci's website

Slide 2:

Born in 1914 to one of Florence's oldest families, Emilio Pucci, the Marquis of Barsento, became a fashion phenomenon in the 1950s.

Crowned "The Prince of Prints" by the international fashion press for his bold, new designs and radical approach to fashion at the time. A major influence in contemporary fashion, Pucci's legacy continues to be a major force behind the birth of the "made in Italy" style and a milestone in Italy's sportswear concept.

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An avid skier and athlete, who travelled between his family's regal palazzo in Florence, the mountains of Switzerland and the glamorous resort island of Capri, Emilio Pucci embodied the post-war which captivated a new generation of modern, active women. His fashion career began unexpectedly in 1947 when he created a streamlined ski outfit - totally revolutionary with its sleek, tapered trousers and hooded parka, photographed on the slopes of Switzerland for Harper's Bazaar.

Opened a boutique on Capri dedicated to simple, yet beautiful resort clothing (tight, colourful "Capri" pants, silk twill shirts, and striped jersey tops) that embodied the island's natural beauty and refreshingly bright colours. The novel concept of designer ready-to-wear was a hit with the island's sophisticated clientele who had instant access to wearable yet chic clothing. Later, his designs were prized by world-renown female icons, including Marilyn Monroe, Sophia Loren, Jackie Kennedy and Gloria Guinness as well as Madonna and Nicole Kidman.

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Prior to Pucci's arrival on the design scene, women were constricted by rigid, structured clothing that utilised heavy padding, corsets and petticoats to unnaturally confine the body. Contrary to his design contemporaries, Pucci was driven by the desire to liberate women, granting them unprecedented freedom and movement.

Vivara

Inspired by exotic cultures and by the natural landscapes of the Mediterranean, Pucci brought luscious, bright colour to his designs in an unparalleled way.

In the 1950s Pucci began developing his signature prints-- graphic, abstract designs, which swirled in a kaleidoscope of colour. The organic forms pulsing with geometric patterns mimicked contemporary art forms, but were inspired by the world around him – Sicilian mosaics, the heraldic banners of Siena's Palio horse race, Bali Batiks, and African motifs.

Slide 6:

Sonia Delauney's Simultaneous dress from 1913 resembled this Bodysuit that Emilio Pucci made in 1972.

The attention to detail

The array of colors

The length. As well as the time, both designers were trying to liberate women from the confinements of garments years before.

Bibliography

Emilio Pucci, <https://www.emiliopucci.com/en-us/about>