



MARCOLIN

PUCCI



BRAND & PRODUCT PRESENTATION

Release 252

- 1. Brand Identity**
- 2. Brand News**
- 3. Trends**
- 4. The Eyewear Collection (Pills and key messages)**
- 5. Design Features**
- 6. Best Sellers (Top 10)**
- 7. Release Overview**
- 8. ADV - Visibility – Packaging**
- 9. Product sheets**

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Emilio Pucci founded the brand in 1947. He started his career on the Swiss ski mountains and he opened the first boutique in Capri in 1950. Emilio Pucci expressed a new idea of elegance through a **fast, spontaneous and joyful collection**. He embraced, with a unique sense of color, the American idea of sportswear, the need for absolute comfort, which he combined with an innate taste for beauty and luxury. He left a permanent mark, summarized by the prints that earned him the title of The Prince of Prints.

“Gaiety is one of the most important elements I brought to fashion. I brought it through color.”
Emilio Pucci



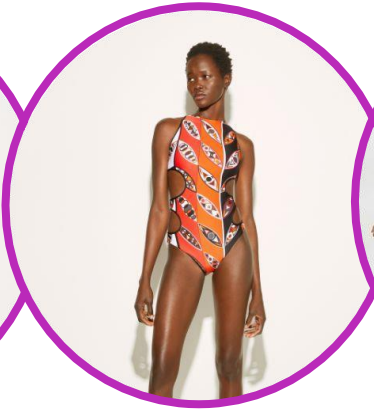
The designs of Emilio Pucci are immediately recognizable and present a lively femininity style that breaks with convention of Italian fashion industry since 1947. Emilio Pucci is known as its **fusion colour and unique geometric patterns** with pop art style which shows its distinctive character comparing with other brands and **standing out from competitively luxury fashion.**

Emilio

Pucci offers the following categories:



WOMENSWEAR
(core)



BEACHWEAR



JUNIOR
CLOTHING



SHOES &
ACCESSORIES



MENSWEAR
(smaller collection)

A NEW ROUTE STARTED IN 2022 AROUND THREE KEY PILLARS:

«A NEW
JOURNEY»
CAMILLE MICELI



NEW LOGO
INSPIRED BY AN
ARCHIVAL
1953 "CAPRI SPORT"
LABEL

«A NEW JOURNEY»

CAMILLE MICELI



"A New Journey" is how Camille Miceli, Pucci's Artistic Director, defines the Florentine House's new direction. Focusing on a **modern way of thinking, living and moving**, well beyond style, she has reinvented an **ultra-contemporary way of dressing, deeply rooted in the history of the House of Pucci**.

A nomadic, multi-seasonal, multi-destination wardrobe, to be mixed and matched as desired: Camille Miceli has coined a new vocabulary. **Pucci's iconic motifs are reworked in a mix-and-match of patchwork or all-encompassing enlarged or downsized patterns...** Geometrico, Girandole, Marmo, Iride, Fagiolo, Rombi, Dalia or Pesci are thus transported back to the House's roots, with a new design process that respects the **imperfection of the handcrafted**, restoring the poetry back to the original design.



The new Pucci collection is designed for the timeless simplicity of a fleeting moment that echoes the world we now live in: Camille Miceli's vision isn't deployed across seasons, but instead, it endures in the immediacy of the "**see now, buy now**", using monthly "drops", available in stores and online. The House of Pucci is thus anchored in the liveliness of the moment and reconciles our desire for ultra-connectivity with the luxurious and nonchalant allure of Italian know-how.



NEW LOGO

INSPIRED BY AN
ARCHIVAL
1953 "CAPRI SPORT"
LABEL

The signature detail marking the design approach is yet another nod to the House's origins: the new logo is inspired by an archival 1953 "Capri Sport" label. This intertwining **dual fish, joined together to draw a P** that recalls the name of the brand, is woven as a nudging reminder, into a belt buckle, a pair of wedges or wooden-soled sandals and as embellishment on the sunglasses' temples of course.

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PUCCI MAKE UP

Pucci revisits Guerlain make-up for autumn 2024. The ultra-limited edition collection celebrates colour in its boldest dimension, created by Camille Miceli, artistic director of Pucci, and Violette, creative director of Guerlain make-up. The star of the limited collection is the Italian fashion house's iconic Marmo motif, designed in 1968 and inspired by the ripples of the sun on the Mediterranean Sea. The collection includes lipstick, eyeshadow quad, bronzing powder and other products, all featuring the house's prints and the two iconic intertwined fish. All products will be available in Pucci stores and selected Guerlain stores from 26 August.





FW24 COLLECTION: **PARADE**

Camille Miceli's **FW24 collection** for Pucci, **Pucci Parade**, blends bold creativity with refined balance. Alternating between vibrant pop colors and minimalist black, the collection reflects her desire to temper Pucci's iconic maximalism. Inspired by skate dance and figure skating, the designs evoke fluid movement and athletic elegance, with short, flattering silhouettes, flared miniskirts, and flowing dresses. Drawing from her admiration for Prince, the collection features '70s-style sequined pantsuits, adding rockstar glamour to eveningwear. Miceli reinterprets archival Pucci prints with fresh colors and artistic motifs, paying homage to the brand's heritage while imbuing it with her visionary touch. Guided by the philosophy of building a better future from the past, Miceli continues to make Pucci relevant for the modern woman.



DIC 2024 Harper's BAZAAR ESPAÑA

WOMEN
of the
YEAR



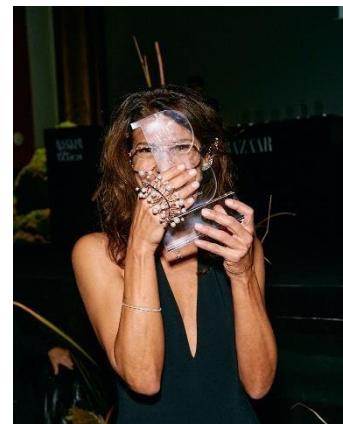
Diane Kruger
Chimamanda Adichie
Teresa Perales
Ester Expósito
Jerry Hall
Rosario
Elizabeth Hurley
Aitana

La moda
CAMILLE MICELI

CAMILLE MICELI: 2024 WOMAN OF THE YEAR

«The pages of Harper's Bazaar December, #StarsIssue, are much like looking up and getting lost in the immensity of the blue loaded with celestial bodies, an issue full of women who not only inspire, but who have been able to connect literature and feminism, fashion and philanthropy, sport and overcoming... women who have overcome barriers and strive every day to change the world.»

Camille Miceli, one of the seven stars in this issue, **Bazaar Women of the Year 2024-Fashion award**, is the first woman at the reins of PUCCI, unstoppable creative soul, as captivating as her creations, today she successfully revives the most famous psychedelic prints in fashion.»



PUCCI & MARCOLIN: MIAMI COCKTAIL EVENT

On November 21st, PUCCI Eyewear, in collaboration with Marcolin, hosted an exclusive cocktail event at the trendy **Soho Miami Pool House** to celebrate the launch of its new eyewear collection. This event served as a strategic opportunity to enhance the brand's visibility in the US market by engaging with influencers and local press.

Guests enjoyed a first look at the latest sunglasses from the collection. The immersive brand experience was complemented by two tailored photography initiatives, ensuring premium media coverage and custom branded Polaroids, taken and given to attendees as exclusive keepsakes.

Set in one of Miami's hottest new venues, the vibrant and colorful atmosphere perfectly aligned with PUCCI's bold and elegant identity. The collection showcased a distinctive design language, making the event a lively celebration of the brand's creative spirit and innovation.



PUCCI'S PLAYFUL FUN FAIR LIGHTS UP ART BASEL MIAMI

Pucci infused **Art Basel Miami Beach** with its signature vibrant patterns and boundless energy. On December 3rd, the Florentine fashion house transformed the Miami Beach Botanical Garden into a **private “fun fair”**, blending artistic flair with playful elegance, curated by Artistic Director Camille Miceli. Guests (including Gunna, Cindy Prado, Emilie Sobel, and many more) were invited to immerse themselves in interactive games and **“Puccified” activities**, including gelato stands, fortune tellers, and magicians, culminating in a lively disco party by Disco Bambino, known for its electrifying Italo-disco beats.

Starting on December 4th, the iconic Pucci prints have taken over the Miami Beach Convention Center and Miami Beach Botanical Garden main entrances as well as the sidewalks for the opening of the most anticipated Art World Fair.



INFLUENCERS WEARING PUCCI

CARDI B

168M followers - singer



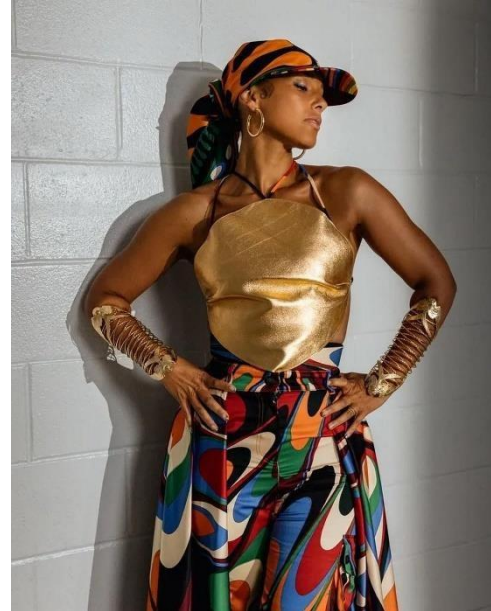
FLO MILLI

1M followers - singer



ALICIA KEYS

27M followers - singer



ARIANA GRANDE

380M followers - singer



INFLUENCERS WEARING PUCCI EYEWEAR

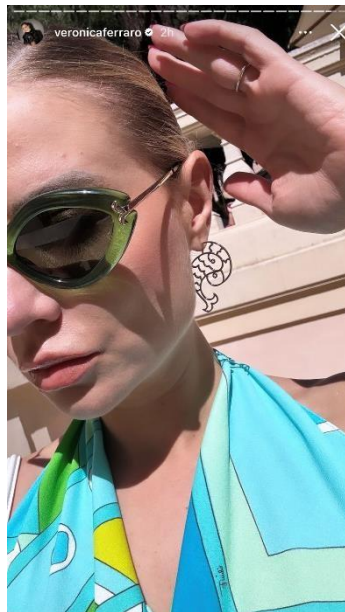
JULIANA NALU
965K followers – Influencer



EBONY WARD
122K followers – Influencer



VERONICA FERRARO
1,4M followers – Influencer



EMMA MARRONE
6.6M followers – Artist



BEYONCE IN TOTAL LOOK PUCCI

BEYONCE – 316 Mln followers
<https://www.instagram.com/beyonce/>



EP0223_01A
RELEASE 241

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TRENDS SS25 | KEY SHAPES

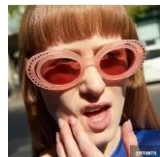


WGSN

The oval frame

Why is it key? The consumer need for escapist and restorative mood-boosting design heralds the return of the novelty oval frame.

Design details: opt for a statement aesthetic with a chunky and oversized silhouette. Pair with slimmer lens shapes and #TintedLenses in rounded or angular constructions. Use sustainable materials, including bio-acetates or recycled plastics. Add to the fashion-driven flair with seasonal tones in glossy textures. Decorative temples and #Jewellerification details add interest.



WGSN

The oversized square

Why is it key? As confirmed at MIDO, #SuperSizedFrames are a must for both sun and optical assortments, as consumers continue to favour over-the-top designs with a retro flair. Previously highlighted as a key item, squared frames return with a #BoldMinimal aesthetic.



WGSN

The statement shield

Why is it key? Evolving from A/W 24/25 and in line with the continuous exploration of #Y2K references, shield shades continue to gain commercial acceptance, as confirmed at Vision Expo and on recent catwalks. Balance a fashion-driven statement with protective qualities, ideal for casual utilitarian, festival and outdoor looks.

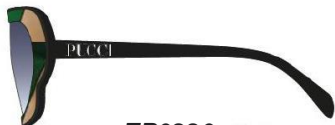
Design details: an oversized silhouette is key; opt for lightweight sustainable materials and consider semi-rimless lenses, favouring recyclable and reusable options. Harness #ModularDesign with detachable lenses, as seen at Dior (France). Enhance the statement appeal with monotone frames and #TintedLenses. Be inspired by #AI and look to our Futuristic Frames direction for further inspiration.



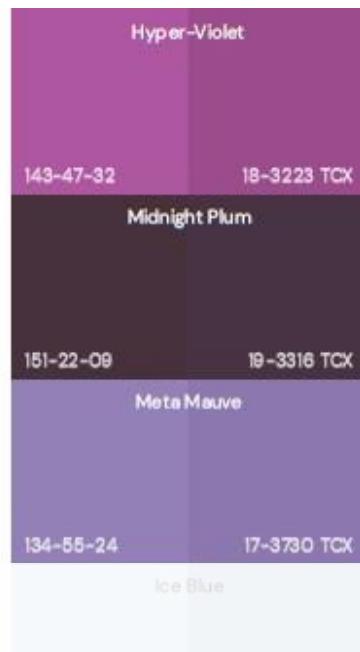
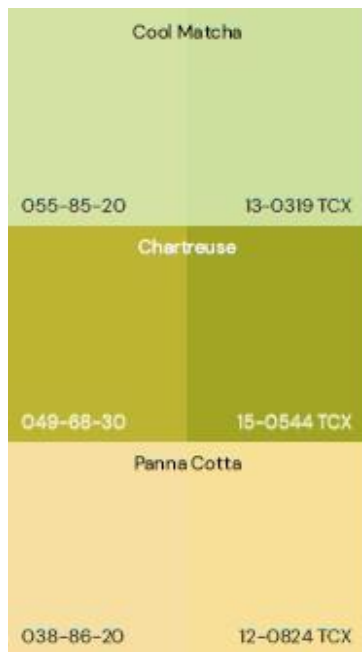
TRENDS SS25 | KEY COLORS



EP0233



EP0220



EP0197



EP5215

TRENDS SS25 | KEY SHAPES & COLORS

The dystopian racer

Why is it key? Driven by the rise of the #DystopianFutures aesthetic and the apocalyptic mood of our Freshly Salvaged theme, futuristic narratives see an edgier protective design update #RacerShades.

Design details: elongated angular and ergonomic wraparound constructions are key. Apply #Cutout details to frames and temples, using sustainable, durable and lightweight materials. Favour cellulose-based acetate and bioplastic, and consider #3DPrinting, noting Jaded London's use of 80% recycled nylon. Opt for dystopian neutrals and pair with black or #Reflective lenses. This style will also lend itself to the anarchic punk effect, where brighter colours inject newness.



AI-powered pastels

Why are they key? Pastels move in a new direction as advancements in AI creativity inspire new combinations that draw attention to exciting textures and gradient ombré techniques.

How to use them: opt for an evenly split palette of pastel tones, or focus on standalone colours, favouring Panna Cotta and Pink Sorbet. These continue the narrative around minimalist monotone design, where colour makes the statement. Create a calming contrast with Sage Green, Optic White and Key Colour Transcendent Pink. Apply to softs, solids and leather categories.



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THE EYEWEAR COLLECTION: PUCCI'S DNA



Pucci is the epitome of **joy and energy, fresh colors and vibrant prints**. Its unmistakable language is expressed in eyewear thanks to a luxurious and carefree allure collection. Exercises in style exploring colors and prints lead to frames on which archive motifs are refreshed and distributed according to a contemporary aesthetic sense. The brand's joie de vivre reflects in its creative vision that skillfully renews itself through great attention to **shapes, details, and workmanship**. The result is optical frames and sunglasses with sophisticated architectural shapes that are a symbol of elegant femininity.

THE EYEWEAR COLLECTION: PUCCI'S TARGET



- +25 YEARS, WOMEN
- EXTREMELY FEMININE
- ENJOYS CULTIVATING A REFINED APPEARANCE
- ELEGANCE AND DISTINCTIVE STYLE

THE EYEWEAR COLLECTION: COLLECTION ARCHITECTURE

A NEW ARCHITECTURE TO FACILITATE CLIENT'S ENGAGEMENT:
MORE INTUITIVE, SIMPLER TO ARTICULATE, AND MORE COMPELLING FOR SALES.

TWO PRODUCT FAMILIES:

FISHTAIL



A captivating cluster renowned for its bold styles and iconic fish, crafted from the finest quality materials.

COLOR EXPLOSION



A vibrant array that pays homage to brand's heritage, infusing everyday pieces with the joy of colors.

THE EYEWEAR COLLECTION: 2 PRODUCT FAMILIES

PUCCI FISHTAIL

THE FUTURE OF THE BRAND

EYE-CATCHING

ON TREND

PREMIUM

BOLD



PUCCI COLOR EXPLOSION

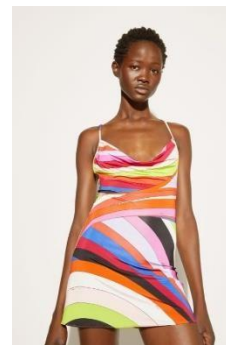
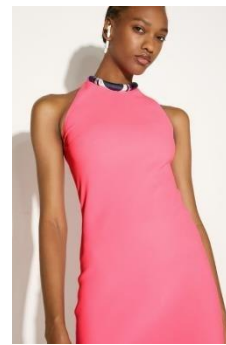
WHERE THE BRAND'S GREATNESS COMES FROM

COLORS

PATTERNS

PRINTS

FASHION INSPIRED





PUCCI FISHTAIL

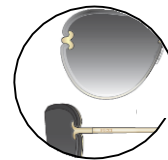
PREMIUM FAMILY COMPOSED BY **MADE IN ITALY** STYLES.
THE FOCUS IS ON THE DESIGN OF **BOLD AND EYE-CATCHING MODELS** AND ON THE PRESENCE OF **PUCCI'S ICONIC FISH** IN THE EYEWEAR.



SIGNATURE LOGO



FISHTAIL TEMPLE-TIP



FISHTAIL FRONTAL

4 SUN COLOR ADDS



EP0233



EP0234



EP0236



EP0237

2 FASHION SHOW STYLES



EP0239



EP0240



PUCCI COLOR EXPLOSION

FAMILY COMPOSED BY STYLES THAT PLAY WITH SPECIAL TECHNIQUES THAT **COMBINE COLOURS AND MATERIALS** OR THAT ADD **COLORED DETAILS OR DYNAMIC ELEMENTS** TO EVERGREEN STYLE IN ORDER TO EXPRESS THE JOYFUL AND VIBRANT PUCCI'S MOOD.

6 SUN COLOR ADDS




10 OPTICAL COLOR ADDS



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COLLECTION ANALYSIS: BEST SELLING STYLES WORLDWIDE*

BEST SELLER OPTICAL 12MR YTD 31.10.2024

<p>1</p>  <p>REL 241 EP5248</p>	<p>6</p>  <p>REL 221 EP5195</p>
<p>2</p>  <p>REL 234 EP5239</p>	<p>7</p>  <p>REL 241 EP5245</p>
<p>3</p>  <p>REL 224 EP5215</p>	<p>8</p>  <p>REL 234 EP5242</p>
<p>4</p>  <p>REL 241 EP5235</p>	<p>9</p>  <p>REL 234 EP5243</p>
<p>5</p>  <p>REL 224 EP5216</p>	<p>10</p>  <p>REL 224 EP5224</p>

BEST SELLER SUN 12MR YTD 31.10.2024

<p>1</p>  <p>REL 231 EP0202</p>	<p>6</p>  <p>REL 234 EP0220</p>
<p>2</p>  <p>REL 224 EP0197</p>	<p>7</p>  <p>REL 244 EP0232</p>
<p>3</p>  <p>REL 241 EP0223</p>	<p>8</p>  <p>REL 241 EP0222</p>
<p>4</p>  <p>REL 231 EP0203</p>	<p>9</p>  <p>REL 234 EP0215</p>
<p>5</p>  <p>REL 224 EP0195</p>	<p>10</p>  <p>REL 232 EP0211</p>

*Excluded off-price and Pucci boutiques

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RELEASE OVERVIEW | 252 COLOR ADDS

COLOR ADDS PUCCI PRINTS

The SS25 mini capsule **introduces new SKUs** in order to enhance the **storytelling of Pucci prints and its iconic DNA**: carryover styles have been revisited to tell Pucci's story through unmistakable details.

Every frame has been reinterpreted with Pucci's iconic prints, **Iride** and the newly introduced **Marmo Khaki**, which is set to be a key focus for 2025.

IRIDE PRINTS

The term "Iride" (in English *iris*) evokes the iris of the eye, recalling the typical fragmentation and sparkle of an eye.

This print, characterised by polychromatic patterns and concentric arcs, is distinguished by its **dynamism, luminosity and liveliness**. Originally conceived by Emilio Pucci in the 1970s, Iride has become a cult motif over time and in more recent collections it has been developed as an all-over motif for ready-to-wear.



MARMO KHAKI PRINT

The Marble print represents an iconic signature of Emilio Pucci, characterized by a **psychedelic and swirling motif** composed of **kaleidoscopic waves and convoluted lines**. Originally created during a trip to Capri in the evocative Grotta Azzurra, Emilio was inspired by the sunlight reflections on the sea, which translated into the sinuous lines of the print, evoking the movement of the waves. This motif, a cult from Pucci's archives, has been reinterpreted by Camille Miceli with new shades and contrasting colors.



RELEASE OVERVIEW | 257 FASHION SHOW STYLES

FASHION SHOW LIMITED EDITION

Styles developed for the **Pucci Fashion Show** in April 2025, with **Marmo Khaki** print as main focus.

2 styles with **2 SKUs** each | **150 pcs** per SKU available. Each piece is engraved internally with a progressive numbering: 1/150, 2/150, etc. and with the words "**LIMITED EDITION**" and we will develop a **DEDICATED PACKAGING**.



RELEASE OVERVIEW | SUN MERCH GRID

PUCCI COLOR EXPLOSION

252: SS25 COLOR ADDS



PUCCI FISHTAIL

252: SS25 COLOR ADDS



257: FASHION SHOW STYLES



RELEASE OVERVIEW | OPT MERCH GRID

PUCCI COLOR EXPLOSION

252: SS25 COLOR ADDS



PUCCI FISHTAIL



SS25 RELEASE OVERVIEW



ICONIC PUCCI PRINTS USED ON:

1) ACETATE



2) ON METALS AS ACETATE TEMPLE TIP



3) THE METALS (new technique)



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EYEWEAR COLLECTION: SS25 ADV IMAGES



SOLE: EP0233_99B



VISTA: EP5267_099



Seasonal rights:

FROM 1st FEBRUARY 2025 TO 31st JANUARY 2026 (TBC)

INSTITUTIONAL POP: LOGOPLAQUE / DISPLAY 3 PCS



LOGOPLAQUE/DISPLAY



MODULAR SOLUTION



2025 SEASONAL BIG CARDBOARD



Interchangeable sun and optical image

INSTITUTIONAL PACKAGING

Small and big version for sun and optical



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RELEASE OVERVIEW | SUN MERCH GRID

PUCCI COLOR EXPLOSION

252: SS25 COLOR ADDS



PUCCI FISHTAIL

252: SS25 COLOR ADDS



257: FASHION SHOW STYLES



PUCCI FISHTAIL



Sales Argument

- Acetate style
- Oversized rounded frame making a bold fashion statement
- The thick temples provide a substantial look and feel complementing the oversized design
- The temples are adorned with the iconic Pucci trademark which serves both as embellishment and functional hinge. The logo is cleverly split in two when the glasses are closed, showcasing the brand in a unique and stylish way
- The overall aesthetic is a very feminine and iconic, elevating the look
- Made in Italy model



PR STYLE



I TREND I



ADV STYLE

General Information

GENDER	Female
--------	--------

EP0233

BASE	LB6
SIZE	59
BRIDGE	17
TEMPLE	130
FRONT MATERIAL	ACETATE
TEMPLE MATERIAL	ACETATE

Code

Acetate Front - Finishing Front - Acetate Temples - Finishing Temples - Metal Trim Temples - Logo Temples - Lenses Lens - Small Parts Other

99A Black/ pattern IRIDE 12colori AB1 - - Shiny - Pattern IRIDE 12 colori AB1/ Black - - Shiny - Shiny pale gold - Laser + white color - Smoke - Pale Gold

99K Havana Zebra - - Shiny - Havana Zebra - - Shiny - Shiny pale gold - Laser + white color - Green - Pale Gold

97V Opal Turquoise - - Shiny - Opal Turquoise - - Shiny - Shiny pale gold - Laser + teal colour - Dark Teal - Pale Gold

99A Pattern IRIDE 12 colori AB1/ Black - - Shiny - Black/ pattern IRIDE 12colori AB1 - - Shiny - Shiny pale gold - Laser + white color - Smoke - Pale Gold

99B Black (external)/ Marmo khaki (internal) - - Shiny - Marmo khaki/Nero - - Shiny - Shiny pale gold - Laser + white color - Smoke - Pale Gold

PUCCI FISHTAIL



Sales Argument

- Acetate style
- Oval frame characterized by a sleek and graceful look
- Front is lightly puffy thanks to the rounded front
- The temples are slim for a refined and elegant look and feature the iconic Pucci logo followed by the lettering logo
- Iconic and timeless style, making them a versatile accessory for various occasions, mixing vintage appeal and contemporary fashion
- Made in Italy model



PR STYLE



! TREND !

General Information

GENDER	Female
--------	--------

EP0234

BASE	LB6
SIZE	53
BRIDGE	19
TEMPLE	140
FRONT MATERIAL	ACETATE
TEMPLE MATERIAL	ACETATE

Code

Acetate Front - Finishing Front - Acetate Temples - Finishing Temples - Metal Temples - Logo Temples - Lenses Lens - Small Parts Other

05A Pattern IRIDE 12 colori AB1/ Black - - Shiny - Black/ pattern IRIDE 12colori AB1 - - Shiny - Shiny Pale Gold - Laser + white color - Smoke - Pale Gold

06V Black/ pattern IRIDE 12colori AB1 - - Shiny - Pattern IRIDE 12 colori AB1/ Black - - Shiny - Shiny Pale Gold - Laser + white color - Blue - Pale Gold

06V Milky Red - - Shiny - Milky Red - - Shiny - Shiny Pale Gold - Laser + white color - Blue - Pale Gold

06B Havana Zebra - - Shiny - Havana Zebra - - Shiny - Shiny Pale Gold - Laser + white color - Green - Pale Gold

05A Black (external)/ Marmo khaki (internal) - - Shiny - Marmo khaki/ Nero - - Shiny - Shiny Pale Gold - Laser + white color - Smoke - Pale Gold

PUCCI FISHTAIL



Sales Argument

- Rimless metal style providing a minimalist and lightweight aesthetic
- Classic aviator shape revisited in Pucci mood
- The front is characterized by fishtail details around the lenses for a distinctive and iconic touch
- Double bridge adds a sense of distinctiveness enhancing also stability
- The temples are thin and features the Pucci lettering logo while the end is crafted from acetate, offering comfort and refined finish while giving the possibility to play with colors and prints
- Despite being timeless, the style is very iconic, making them a versatile accessory for various occasions
- Made in Italy model

General Information

GENDER	Female
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EP0236

BASE	LB4
SIZE	61
BRIDGE	10
TEMPLE	140
FRONT MATERIAL	METAL
TEMPLE MATERIAL	METAL

Code

Metal Front - Finishing Front - Metal Temples - Finishing Temples - Lenses Lens - Acetate Tip - Finishing Tip - Logo Tip - Small Parts Other

32A	Shiny Pale Gold -- Shiny - Shiny Pale Gold -- Shiny - Smoke - Pattern IRIDE 12 colori AB1/ Black -- Shiny - Laser + white color - Pale Gold
32F	Shiny Pale Gold -- Shiny - Shiny Pale Gold -- Shiny - Gradient Brown - Pattern IRIDE 12colori J2/ White AB1298 -- Shiny - Laser + white color - Pale Gold
19C	shiny palladium -- Shiny - shiny palladium -- Shiny - Light smoke with silver flash - Black -- Shiny - Laser + white color - Nickel
16A	shiny palladium -- Shiny - shiny palladium -- Shiny - Smoke - Marmo khaki/ Nero -- Shiny - Laser + white color - Nickel

PUCCI FISHTAIL



Sales Argument

- Metal style
- Shield frame characterized by a semi-rimless construction that offers a lightweight, sleek and modern appearance
- The lenses have a rounded shape and they feature adjustable nose-pads
- The metal sections are enriched with Pucci's signature prints, infusing the design with the brand's distinctive flair
- The sunglasses feature a sporty yet iconic shield shape, blending functionality with high fashion
- Made in Italy model



PR STYLE



! TREND !

General Information

GENDER	Female
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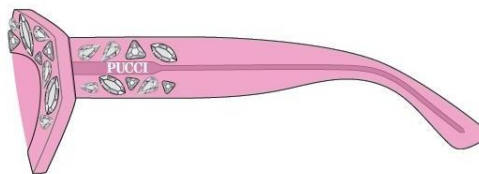
EP0237

BASE	MB2
SIZE	00
BRIDGE	
TEMPLE	140
FRONT MATERIAL	METAL
TEMPLE MATERIAL	METAL

Code

99A	<i>Metal Front Bar Front - Finishing Front - Metal Front - Nose Pad Arms Front - Nose Pads Front - Metal Temples - Finishing Temples - Metal Temples - Lenses Lens - Acetate Tip - Logo Tip - Small Parts Other</i> shiny palladium - Shiny - EPAB1 IRIDE multicolour - shiny palladium - SILVER - shiny palladium - - Shiny - EPAB1 IRIDE multicolour - Smoke - Black - Laser + white color - Nickel
99B	shiny rose gold - - Shiny - IRIDE J2 violet - shiny rose gold - GOLD - shiny rose gold - - Shiny - IRIDE J2 violet - Roviox - Transparent Brown - Laser + white color - Rose Gold
99C	Shiny Pale Gold - - Shiny - Black Marmo - shiny rose gold - GOLD - Shiny Pale Gold - - Shiny - Black Marmo - M.NY B2 SMOKE FLASH SILVER ZEBRA 15x170 - Black - Laser + white color - Rose Gold
99A	shiny palladium - - Shiny - Kaki Marmo - shiny palladium - SILVER - shiny palladium - - Shiny - Kaki Marmo - Smoke - Black - Laser + white color - Nickel

PUCCI FISHTAIL



Sales Argument

- Acetate style characterized by a bold and modern cat-eye shape.
- A refined take on the EP0214, the model features a multifaceted front enhanced with sparkling crystals on both the front and temples, adding a touch of luxury and refinement.
- The angular, geometric front contrasts with the smooth lenses, while the temples showcase the lasered lettering logo, giving a sleek and understated finish.
- Made in Italy model

General Information

GENDER	Female
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EP0239

BASE	LB4
SIZE	50
BRIDGE	23
TEMPLE	140
FRONT MATERIAL	ACETATE
TEMPLE MATERIAL	ACETATE

Code

Acetate Front - Finishing Front - Strass Type Dimension and Code Front - Strass Type Dimension and Code Front - Strass Type Dimension and Code Front - Strass Type Dimension and Code Front - Strass Type Dimension and Code Front - Acetate Temples - Dark havana - Shiny - Crystal - Crystal - Crystal - Crystal - Crystal - Crystal - Dark havana - Shiny - Crystal - Crystal - Crystal - Crystal - Crystal - Laser + white color - Brown - Pale Gold - White

526

728 Milky Pink - Shiny - Crystal - Crystal - Crystal - Crystal - Crystal - Milky Pink - Shiny - Crystal - Crystal - Crystal - Crystal - Crystal - Laser + white color - Bright rose - Pale Gold - White

PUCCI FISHTAIL



Sales Argument

- Acetate style characterized by a dynamic shape with wrapping design, which enhances visual impact and provide comfort fit.
- The model embodies a futuristic and sporty aesthetic combined with the elegance of Pucci, crafted to offer a streamlined fit and bold presence.
- The temples feature the lasered lettering logo, complementing the modern design.
- Made in Italy model

General Information

GENDER	Female
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EP0240

BASE	LB8
SIZE	62
BRIDGE	17
TEMPLE	115
FRONT MATERIAL	ACETATE
TEMPLE MATERIAL	ACETATE

Code

Acetate Front - Finishing Front - Acetate Temples - Finishing Temples - Logo Temples - Lenses Lens - Small Parts Other - Pad Printing Inside Temple Other

01A Black - - Shiny - Black - - Shiny - Laser + white color - Smoke - Nickel - White

99A PFT-006280=Kaki pattern/ black - - Shiny - PFT-006280=Kaki pattern/ black - - Shiny - Laser + white color - Smoke - Nickel - White

PUCCI COLOR EXPLOSION



Sales Argument

- Metal style
- Navigator shape highlighted by a double bridge for a touch of boldness
- The sleek temples have an acetate temple tip and are crafted from acetate, providing additional comfort. The acetate temple tip has the lasered Pucci lettering logo
- The overall look and feel are light and minimalistic, ensuring a sleek and comfortable wear
- The model embodies a timeless, evergreen style enhanced with a subtle dose of boldness for a modern edge



General Information	
GENDER	Female

EP0238	
BASE	LB4
SIZE	56
BRIDGE	17
TEMPLE	140
FRONT MATERIAL	METAL
TEMPLE MATERIAL	METAL

Code	
<i>Metal Front - Finishing Front - Metal Front - Metal Temples - Finishing Temples - Metal Temples - Lenses Lens - Acetate Tip - Finishing Tip - Logo Tip - Small Parts Other</i>	
988 Shiny Pale Gold - - Shiny - Irise multicolour - Shiny Pale Gold - - Shiny - Irise multicolour - Smoke gradient green - Black - - Shiny - Laser + white color - Pale Gold	
32F Shiny Pale Gold - - Shiny - Shiny Pale Gold - - Shiny - Gradient Brown - Pattern (RIDE 12color) J2 White AB1298 - - Shiny - Laser + white color - Pale Gold	
987 Shiny Pale Gold - - Shiny - Irise Violet - Shiny Pale Gold - - Shiny - Irise Violet - Burgundy gradient rose - Black - - Shiny - Laser + white color - Pale Gold	
95A Shiny Pale Gold - - Shiny - Black Marmo - Shiny Pale Gold - - Shiny - Black Marmo - Smoke - Black - - Shiny - Laser + white color - Pale Gold	
28A shiny palladium - - Shiny - Kaki Marmo - shiny palladium - - Shiny - Kaki Marmo - Smoke - Black - - Shiny - Laser + white color - Nickel	
16A shiny palladium - - Shiny - shiny palladium - - Shiny - Smoke - Marmo khakiNero - - Shiny - Laser + white color - Nickel	

PUCCI COLOR EXPLOSION



Sales Argument

- Acetate style
- Butterfly shape that blends elegance with a feminine allure for a timeless yet modern appeal.
- The temples are enhanced by a refined metal plaque featuring Pucci logo, adding a subtle and sophisticated touch of branding.
- Designed for versatile wear, perfect for elevating both everyday and professional looks with a touch of understated luxury.

General Information

GENDER	Female
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EP0197

BASE	LB4
SIZE	52
BRIDGE	20
TEMPLE	140
FRONT MATERIAL	ACETATE
TEMPLE MATERIAL	ACETATE

Code

<i>Acetate Front - Acetate Temples - Metal Trim Temples - Lenses Lens</i>	
01A	Black - Black - Yellow Gold - Smoke
03F	Blonde havana - Solid Porcelan Blue - Yellow Gold - Gradient Brown
00V	Solid navy blue - Opaque Ivory - Yellow Gold - Smoke/Blue
99E	Pattern IRIDE 12colori J2/ White AB1298 - Pattern IRIDE 12colori J2/ White AB1298 - Shiny pale gold - Brown
99A	Pattern IRIDE 12 colori AB1/ Black - Pattern IRIDE 12 colori AB1/ Black - Shiny pale gold - Smoke

PUCCI COLOR EXPLOSION



Sales Argument

- Acetate style characterized by a feminine square shape.
- The front, which conveys a sense of dynamism, is adorned with iconic Pucci prints, adding vibrancy and a bold statement to the design, while the black temples provide a striking contrast that enhances the overall silhouette.
- The temples are accented by a white laser-engraved Pucci logo.

General Information	
GENDER	Female

EP0220	
BASE	LB4
SIZE	51
BRIDGE	22
TEMPLE	140
FRONT MATERIAL	ACETATE
TEMPLE MATERIAL	ACETATE

Code	
	<i>Acetate Front - Acetate Insert Front - Acetate Temples - Logo Temples - Lenses Lens - Small Parts Other</i>
28A	Transparent Light Grey - Black - Black - Laser + white color - Smoke - Pale Gold
56E	Blonde Havana - Black - Black - Laser + white color - Brown - Pale Gold
68J	Transparent Ruby Red - Black - Black - Red: ref. colour A0783089-Elieung ELM03089 - Brown - Pale Gold
99A	Pattern IRIDE 12 colori AB1/ Black - Black - Black - Laser + white color - Smoke - Pale Gold
99E	Pattern IRIDE 12colori J2/ White AB1298 - Black - Black - Laser + white color - Brown - Pale Gold

RELEASE OVERVIEW | OPT MERCH GRID

PUCCI COLOR EXPLOSION

252: SS25 COLOR ADDS



PUCCI FISHTAIL



PUCCI COLOR EXPLOSION



Sales Argument

- Acetate style
- Square shape that features a clean, angular design that adds structure and a modern touch to the look
- The laser-engraved and colored Pucci lettering logo on the sleek temples adds a subtle touch of branding.
- Designed for everyday wear, suitable for casual, professional, and daily use with a touch of sophistication thanks to colors



PR STYLE



! TREND !

General Information

GENDER	Female
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EP5265

BASE	LB4
SIZE	54
BRIDGE	16
TEMPLE	140
FRONT MATERIAL	ACETATE
TEMPLE MATERIAL	ACETATE

Code

Acetate Front - Finishing Front - Acetate Temples - Finishing Temples - Logo Temples - Lenses Lens - Small Parts Other

015	Transparent Violet - - Shiny - Transparent Violet - - Shiny - Laser + white color - Demo lens - Pale Gold
023	Blonde Havana - - Shiny - Transp. Blue Navy - - Shiny - Laser + white color - Demo lens - Pale Gold
004	Black/ pattern IRIDE 12colori AB1 - - Shiny - Black/ pattern IRIDE 12colori AB1 - - Shiny - Laser + white color - Demo lens - Pale Gold
009	Dark Purple - - Shiny - Dark Purple - - Shiny - Laser + white color - Demo lens - Pale Gold
008	PFT-006280-Kaki pattern/ black - - Shiny - Marmo khaki/Nero - - Shiny - Laser + white color - Demo lens - Nickel

PUCCI COLOR EXPLOSION



Sales Argument

- Acetate style
- Cat eye shape that features a modern angles for a feminine and contemporary look
- The laser-engraved and colored Pucci lettering logo on the sleek temples adds a subtle touch of branding.
- Designed for everyday wear, suitable for casual, professional, and daily use with a touch of sophistication thanks to colors

General Information

GENDER	Female
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EP5266

BASE	LB4
SIZE	54
BRIDGE	16
TEMPLE	140
FRONT MATERIAL	ACETATE
TEMPLE MATERIAL	ACETATE

Code

	<i>Acetate Front - Finishing Front - Acetate Temples - Finishing Temples - Logo Temples - Lenses Lens - Small Parts Other</i>
000	Transp blue - - Shiny - Transp blue - - Shiny - Laser + white color - Demo lens - Pale Gold
001	Monocolor Purple - - Shiny - Monocolor Purple - - Shiny - Laser + white color - Demo lens - Pale Gold
002	Dark havana - - Shiny - Transparent Violet - - Shiny - Laser + white color - Demo lens - Pale Gold
004	Black/ pattern IRIDE 12color AB1 - - Shiny - Black/ pattern IRIDE 12color AB1 - - Shiny - Laser + white color - Demo lens - Pale Gold
999	PFT-006280=Kaki pattern/ black - - Shiny - Marmo khaki/Nero - - Shiny - Laser + white color - Demo lens - Nickel

PUCCI COLOR EXPLOSION



Sales Argument

- Metal style
- Aviator shape with double bridge that combines classic shape with a modern twist to offer an iconic style
- Soft and rounded corner to a feminine and bold look
- Sleek temples with lasered Pucci lettering Logo and acetate temple tip, most of which with iconic Pucci prints
- Designed for the everyday wear while stating a daring look



General Information

GENDER	Female
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EP5267

BASE	LB4
SIZE	60
BRIDGE	11
TEMPLE	140
FRONT MATERIAL	METAL
TEMPLE MATERIAL	METAL

Code

Metal Front - Finishing Front - Metal Front - EndPieceTemple Front - Metal Temples - Finishing Temples - Lenses Lens - Acetate Tip - Finishing Tip - Small Parts Other

006 Shiny Pale Gold - - Shiny - Fake hazana, Serie granito - Shiny pale gold - Shiny Pale Gold - - Shiny - Demo lens - Pattern IRIDE 12colori JZ/ White AB1298 - - Shiny - Pale Gold

008 Shiny Pale Gold - - Shiny - Black Marmo - Shiny pale gold - Shiny Pale Gold - - Shiny - Demo lens - Black - - Shiny - Pale Gold

002 Shiny Pale Gold - - Shiny - Shiny pale gold - Shiny Pale Gold - - Shiny - Demo lens - Pattern IRIDE 12 colori AB1/ Black - - Shiny - Pale Gold

009 Shiny Pale Gold - - Shiny - EPAB1 IRIDE multicolour - Shiny pale gold - Shiny Pale Gold - - Shiny - Demo lens - Black - - Shiny - Pale Gold

000 shiny palladium - - Shiny - Kaki Marmo - Shiny palladium - shiny palladium - - Shiny - Demo lens - Black - - Shiny - Nickel

PUCCI COLOR EXPLOSION



Sales Argument

- Metal style
- Feminine shape with a square shape slightly cat eye that offers a modern and elegant look
- Sleek temples with lasered Pucci lettering Logo and acetate temple tip, most of which with iconic Pucci prints
- Designed for the everyday wear being classic and evergreen

General Information

GENDER	Female
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EP5268

BASE	LB4
SIZE	55
BRIDGE	17
TEMPLE	140
FRONT MATERIAL	METAL
TEMPLE MATERIAL	METAL

Code

	<i>Metal Front - Finishing Front - Metal Front - EndPiece/Temple Front - Metal Temples - Finishing Temples - Lenses Lens - Acetate Tip - Finishing Tip - Small Parts Other</i>
099	Shiny Pale Gold - - Shiny - IRIDE J2 violet - Shiny pale gold - Shiny Pale Gold - - Shiny - Demo lens - Black - - Shiny - Pale Gold
098	Shiny Pale Gold - - Shiny - Fake havana, Serie granito - Shiny pale gold - Shiny Pale Gold - - Shiny - Demo lens - Pattern IRIDE 12colori J2/ White AB1298 - - Shiny - Pale Gold
092	Shiny Pale Gold - - Shiny - Shiny pale gold - Shiny Pale Gold - - Shiny - Demo lens - Pattern IRIDE 12 colori AB1/ Black - - Shiny - Pale Gold
095	Shiny Pale Gold - - Shiny - Shiny pale gold, shiny black epoxy on external front - Shiny pale gold - Shiny Pale Gold - - Shiny - Demo lens - Marmo khaki/NERO - - Shiny - Pale Gold

PUCCI COLOR EXPLOSION



General Information

GENDER	Female
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EP5215

BASE	LB4
SIZE	54
BRIDGE	15
TEMPLE	140
FRONT MATERIAL	ACETATE
TEMPLE MATERIAL	ACETATE

Sales Argument

- Acetate style characterized by a cat-eye shape that embodies feminine elegance with a bold and contemporary twist.
- The black front and temples contrast with the iconic Pucci print adorning the interior of the temples for a refined and discreet play of patterns; on the other side, the vibrant Pucci print on the front and temples are accentuated by white borders on the front and the interior of the temples, adding brightness and a dynamic contrast.
- The temples are adorned with the white lettering Pucci logo, adding a refined and sophisticated branding element.

Code

	<i>Acetate Front - End Piece Acetate Front - Acetate Temples - Logo Temples</i>
005	Black - Red Havana - HAVANA RED - Gold
024	Solid White - Dark Green - Dark green - Gold
006	Medium Havana - Solid Red - Solid Red - Gold
071	Burgundy - Solid Fluo Orange - Solid Fluo Orange - Black
099	Pattern IRIDE 12colori J2/ White AB1298 - Shiny White - Pattern IRIDE 12colori J2/ White AB1298 - laser + grey Pantone 7543
001	Black/ pattern IRIDE 12colori AB1 - Black - Black/ pattern IRIDE 12colori AB1 - white logo

PUCCI COLOR EXPLOSION



Sales Argument

- Acetate style characterized by a butterfly shape that embodies feminine elegance with a bold and contemporary twist.
- The black front and temples contrast with the iconic Pucci print adorning the interior of the temples for a refined and discreet play of patterns; on the other side, the vibrant Pucci print on the front and temples are accentuated by white borders on the front and the interior of the temples, adding brightness and a dynamic contrast.
- The temples are adorned with the white lettering Pucci logo, adding a refined and sophisticated branding element.

General Information

GENDER	Female
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EP5216

BASE	LB4
SIZE	53
BRIDGE	17
TEMPLE	140
FRONT MATERIAL	ACETATE
TEMPLE MATERIAL	ACETATE

Code

	<i>Acetate Front - End Piece Acetate Front - Acetate Temples - Logo Temples</i>
004	Black - Solid White - Solid White - Black
003	Blonde Havana - Acid Green - Acid green - Black
006	Classic Havana - Solid Fluo Orange - Solid Fluo Orange - Black
002	Solid navy blue - Medium Havana - Medium Havana - Gold
001	Black/ pattern IRIDE 12colori AB1 - Black - Black/ pattern IRIDE 12colori AB1 - white logo
009	Pattern IRIDE 12colori J2/ White AB1298 - Shiny White - Pattern IRIDE 12colori J2/ White AB1298 - laser + grey Pantone 7543

PUCCI COLOR EXPLOSION



Sales Argument

- Acetate style characterized by a feminine square shape.
- The geometric front is adorned with iconic Pucci prints, adding vibrancy and a bold statement to the design, while the black temples provide a striking contrast that enhances the overall silhouette.
- The temples are accented by a laser-engraved Pucci logo.

General Information

GENDER	Female
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EP5239

BASE	LB4
SIZE	53
BRIDGE	17
TEMPLE	140
FRONT MATERIAL	ACETATE
TEMPLE MATERIAL	ACETATE

Code

	<i>Finishing Front - Acetate Front - Acetate Insert Front - Acetate Temples</i>
005	Shiny - Transparent grey - Black - Black
056	Shiny - Amber Havana - Black - Black
092	Shiny - Transparent Blue - Black - Transparent Blue
099	Shiny - Pattern IRIDE 12colori J2/ White AB1298 - Black - Black
001	Shiny - Black/ pattern IRIDE 12colori AB1 - Black - Black



MARCOLIN

THANK YOU