



PUCCI X FUSALP COLLABORATION

As Fusalp marks its 70th anniversary, the French specialists in skiwear wished to celebrate by teaming up with Pucci for a collaboration of ski and leisure styles that will be available starting this month. This capsule conveys the enthusiasm and joy of two brands joined by a historic connection to skiing and the mountains.

Camille Miceli of Pucci and Mathilde Lacoste of Fusalp have reimagined a collection that includes three emblematic ensembles and Fusalp best-sellers – the Gardena jacket, the Elancia and Belalp ski pants and the Maria ski suit – with Pucci all-over prints.

“For the 70th anniversary of Fusalp, I wanted to convey the enthusiasm and joy embedded in our brand through its history. Only Emilio Pucci could bring these vibrant colours and iconic prints that convey such incomparable energy,” says Mathilde Lacoste.

Says Camille Miceli, “We were delighted to pay tribute to Fusalp through this collection of colourful ski creations. Our similar heritage, newly expressed through technical expertise and fashion genuinely celebrates the spirit of collaboration – and of our theme this season, La Famiglia.”

Certain styles feature Marmo motifs in palettes such as multicoloured with black and shades of icy blue. The ski suit, swirled with the violet Iride pattern, transposes the Pucci vision into a high-performance piece. Fusalp takes a fully technical approach – from outer materials and thermal pieces that offer waterproof, warmth and extreme cold protection to shapes, which sculpt and highlight the body in motion. Exceptional materials include waterproof and protective Swiss softshell, technical nylons and feathers, in addition to thermals developed with “body mapping” which give the effect of a contoured figure.

The core skiwear offer comprises 8 pieces styled as 3 main looks, each characterised by 3 different colour ranges and print variations. The après-ski proposal includes 6 heavy knitwear items and 2 padded ponchos. Among the range of accessories accented with nylon Pucci trim are a cap, scarf, snood, ear warmers, and a polycarbonate helmet.

This collaboration reimagines the ‘70s glamorous, free and joyful spirit of Pucci’s signature prints with Fusalp’s technical elegance – the best of both worlds conceived for the slopes and beyond.

#puccifusalp





PUCCI



About Pucci

Marquis Emilio Pucci founded the brand that bears his name in 1947. He built a rich library of prints that immediately earned him the title of "The Prince of Prints", devising clothing that combine simple lines with the joy of colour. The vibrant, cultured taste translated into a resort mood that moves forward in the dialogue with the archives, seen as the place of an eternal present. Part of the LVMH portfolio since 2000, Pucci offers ready-to-wear, beachwear, accessories, a children's range, and eyewear collections. In September 2021, Camille Miceli was appointed Artistic Director of the Maison. Instagram : @emiliopucci - Website : pucci.com

About Fusalp

Fusalp was born in 1952 in the heart of the French Alps. Since its creation by a duo of tailors in Annecy, the brand has revolutionised Alpine skiwear by creating the first technical stirrup pants that was worn by the French ski team in the 60s. Iconic partner of the greatest alpine skiing champions, Fusalp has since tirelessly worked on achieving the perfect balance between technicality, comfort and style. A design signature that reflects a community of faithful and demanding connoisseurs in France and abroad. Through its collections, Fusalp celebrates the art of movement, a movement inspired by Alpine skiing and adapted to our modern urban lifestyles. The Fusalp collections can be found in the brand's 50 stores over 25 countries. Also available on fusalp.com.

Instagram : @fusalp - Facebook : Fusalp -
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