

A woman with dark hair is lying on her back on a floor made of green and white checkered mosaic tiles. She is wearing a beige, sleeveless jumpsuit with a buttoned front and wide-leg trousers. Her right arm is raised, and she is looking towards the camera. To her left is the edge of a swimming pool with a similar mosaic floor. The lighting is bright, creating strong shadows.

VIA MASINI 80[®]

FIRENZE

SS27 collection



shirt P27M458MPU
trousers P27M676LL



shirt P27M458MPU
trousers P27M676LL



blouse P27M482MP
trousers P27M604MCL



bomber jacket P27M306CF
trousers P27M698LG



bomber jacket P27M306CF
trousers P27M698LG





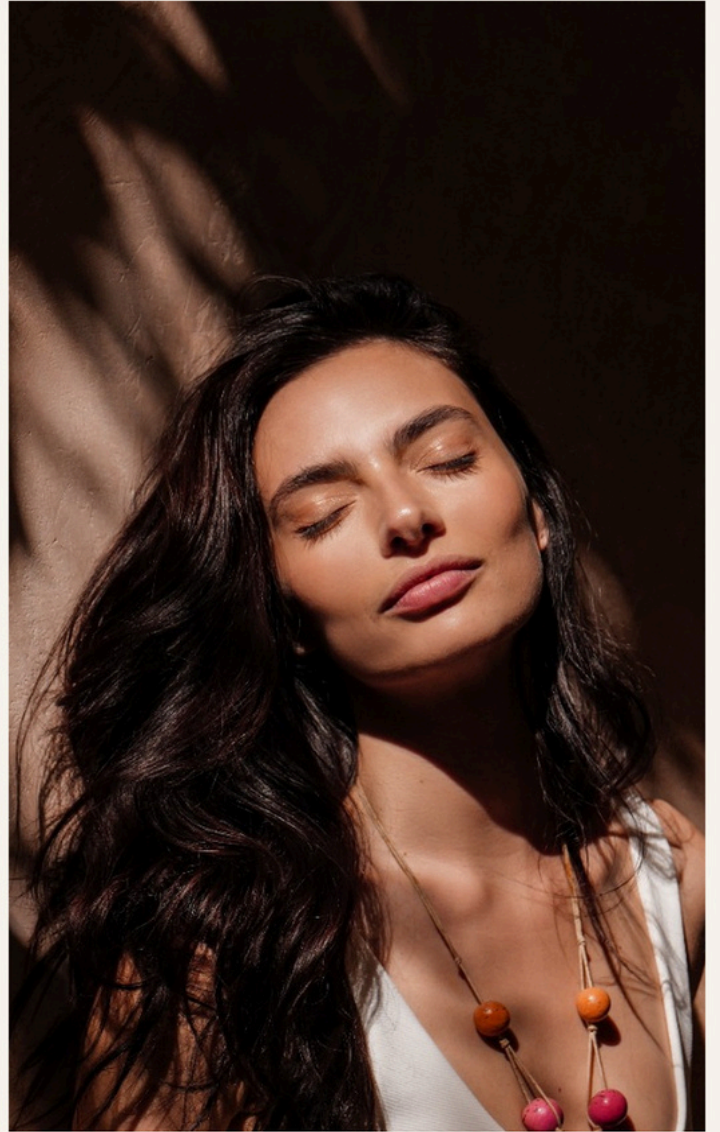




vest P27M180MJ
trousers P27M976MJ



vest P27M180MJ
trousers P27M976MJ





jacket P27M120MB
vest P27M180MB
trousers P27M976MB



jacket P27M120MB
vest P27M180MB
trousers P27M976MB



jacket P27M150NF
blouse P27M484MCL
trousers P27M610CS





shirt P27M458MPU
trousers P27M936MP



shirt P27M458MPU
trousers P27M936MP

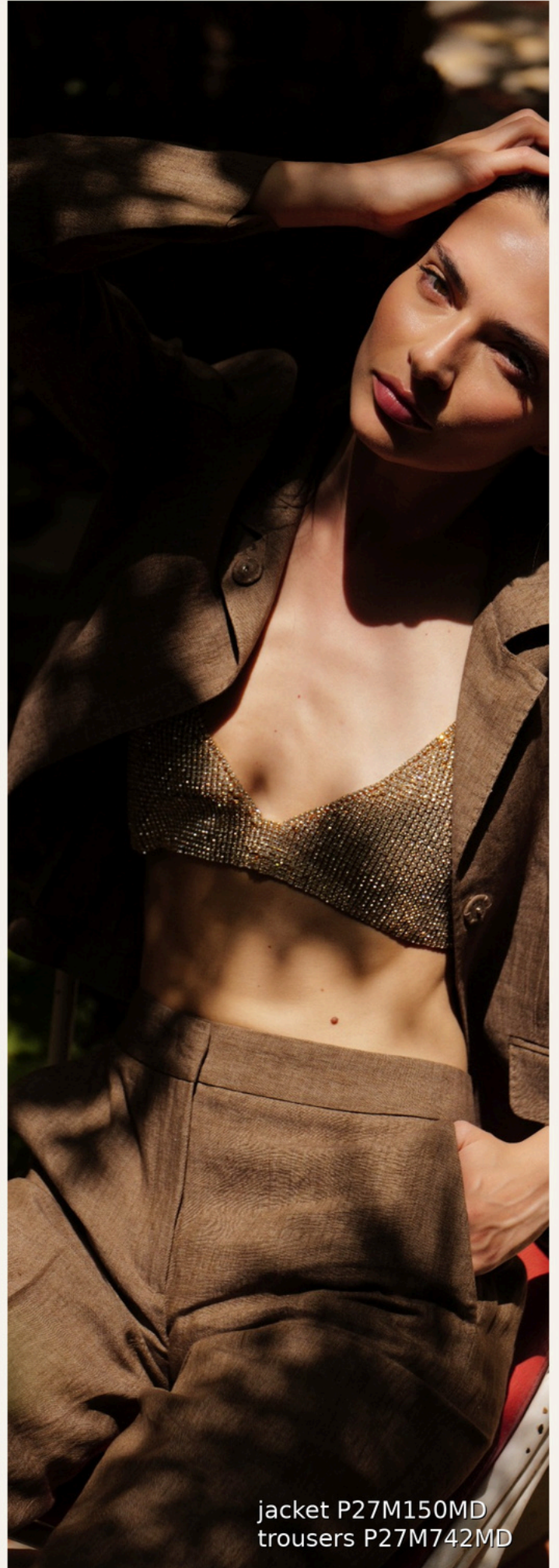


jacket P27M110MX
trousers P27M680MX



jacket P27M120MJ
trousers P27M680MJ





jacket P27M150MD
trousers P27M742MD



jacket P27M114MG
trousers P27M924MG



jacket P27M114MG
trousers P27M924MG

OUR MISSION



Our philosophy always wanted to value the
MADE IN ITALY
as a brand
**OF QUALITY
AND STILE**

OUR WORKFLOW

Even today, the company is characterized by a vertical structure where each production process is monitored by highly qualified personnel, which guarantees the quality of the manufacturing.



VIA MASINI 80[®]
FIRENZE

01 100%
MADE
IN ITALY



02 CONTINUOUS
RESEARCH OF
NEW MATERIALS



03 MODERN TRENDS AND CUTS



04 FIT GREAT AND COMFORTABLE



VIA MASINI 80[®]
FIRENZE



STORY ABOUT US

The history of the L. Pucci tailoring company **begins in the 70s**, when Lorenzo Pucci gives life to L.P. in Castelfiorentino. Lorenzo is determined to follow his intuition - which, turns out, was brilliant - that is to specialize in producing the female garment par excellence: the skirt! Between the 70s and 80s the skirt underwent many evolutions of style and use, but despite these challenges, Lorenzo, with the help of «**his women**», managed to control the market until he gave life to a recognized excellence all over Italy.

In the early 80s, the needs of women, increasingly open and casual, changed by dusting off a garment that had already appeared at the beginning of the 1900s: trousers! The L. Pucci company opened its doors to this new trend and - within a few years - became the leader in the field of skirts and trousers; producing around 400,000 garments a year and counting on a façon network that reached 150 women.

In these years, Lorenzo was joined by the **second generation** of his family: his daughters Carla and Manuela, who joined the company giving it a new life and new stimuli.

In the 2000s, the L. Pucci tailoring company opened up to a new life cycle: the **third generation** of the family joined the company.

Lorenzo has now a chance to see his grandchildren carry on his company and they, in turn, have a chance to learn a lot from him: most importantly, they learn to show respect to people and their love for what they do.

In **2022 the company turns 50....** The fourth generation is ready!



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