



**TRANSCENDING
SPACE
TRANSCENDING
TIME**

THE EVOLUTION OF
AN IMMORTAL BRAND
STYLE GUIDE:
2010 / 2011

FIORUCCI

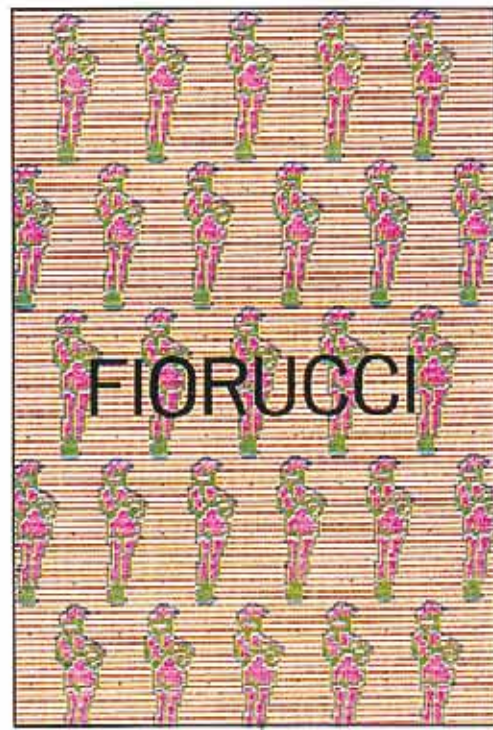
FIORUCCI

ONCE UPON A TIME
THERE WAS A WORD: FELICITY.
THE STATE OF BEING HAPPY;
BLESSEDNESS; BLISSFULNESS; ENJOYMENT
OF GOOD. A PLEASING FACULTY OR
ACCOMPLISHMENT; AS FELICITY IN PAINTING
PORTRAITS, OR IN WRITING OR TALKING.

FOREVER ME.
FOREVER NOW.
FOREVER FIORUCCI.



FIORUCCI



CONSUMER PROFILE

*SHE SEES HERSELF SINGING WITH MERMAIDS IN PARIS.
 WITH FLAMINGOS SHE DANCES THE TANGO IN SPAIN.
 GRAF-I-TIED-PINK PONIES RUN RAMPANT THROUGH TOKYO;
 AS SHE FEEDS THEM WILD FLOWERS FROM HER STAR-SHINY HAND.
 SHE BORROWS THE WINGS OF TWO LOW FLYING ANGELS.
 LIKE TOR-PE-DO-POWERED BUTTERFLIES BOTH BACKSTAGE AND FRONTSTAGE
 SHE HEARS HERSELF LAUGHING FOR INSIDE
 SHE KNOWS THAT ROMANCE IS REVENGE.
 FIORUCCI FOREVER.
 IT SCRIBBLES MY NAME.
 I WRITE IN BOLD COLOR TO DECLARE THAT I AM.*

**FOREVER ME.
 FOREVER NOW.
 FOREVER FIORUCCI.**

THE STORY TURNS
ROUND AND ROUND
UNTIL ALL IS
AS IT SHOULD BE.

THE EVOLUTION
OF A LIFESTYLE

Fiorucci

Sci



**FOREVER
NOW.
A MATTER
OF PERSPECTIVE. MINE.**

THE BRAND'S ESSENCE

**FOREVER NOW.
FOREVER MORE.
FOREVER FIORUCCI.
BEYOND TIME. BEYOND PLACE.
REALITY IS AND FOREVER WILL BE A
THRILLING, CHANGING,
SPINNING MATTER OF OPINION.
FIORUCCI IS A FELICITIOUS OPINION
A CULTURAL MIRROR
THE LINE BETWEEN MAGIC AND MADNESS
A REFLECTION OF YOU
ART IMITATING LIFE.
MORE STYLE.
MORE LIFE.
MORE YOU.**

THE FIORUCCI LEGACY - THE FAIRYTALE OF FIORUCCI.

DELICIOUSLY MAD AND
DELIRIOUSLY HAPPY.

"ART IS WHAT YOU CAN GET AWAY WITH."
ANDY WARHOL

ONCE UPON A TIME
WHEN FASHION REIGNED
LIKE AN EVIL QUEEN
SCULPTING STYLE INTO HER OWN
STONE-COLD IMAGE

FIORUCCI



A woman with a large, voluminous afro wig that is brown at the base and purple at the top. She is wearing white-rimmed sunglasses and a white t-shirt with a graphic print of several cans of Fiorucci's 'Forever Young' juice. She is sitting on the ground, leaning against a wall covered in graffiti. The graffiti includes large red letters spelling 'FLOOR' and various colorful scribbles in yellow, pink, green, and blue. The background is a grey stone wall.

THEN FROM ITALY CAME
A BENEVOLENT PRINCE.
HE SAW THE EARTH AS THROUGH FROM HEAVEN
WHERE ANGELS SOARED ON GOLDEN WINGS.

FROM THAT HEIGHT
HE SAW THE STREETS AS THROUGH FROM HEAVEN
AND FROM THAT HEIGHT INVOKED THE BEGINNING OF
A BRAND NEW WORLD.

THROUGH THIS NEW AND BETTER MAGIC MIRROR
HE SAW A DREAM REFLECTED
AND PERHAPS FOR THE VERY FIRST TIME
A CERTAIN STYLE
OF BLINDNESS
WAS NO MORE.

LIFTED UPON THE BACKS OF ANGELS A BRAND VIEWED
THE WORLD AS NONE HAD
SEEN BEFORE.
ART AND STYLE WERE EVERYWHERE
FOREVER YOUNG
FOREVER NOW
FOREVER FIORUCCI

THE SPIRIT OF ETERNAL YOUTH IS
REFLECTED IN OUR "POP ART" INSPIRED,
PLUNGING V-NECK, GRAPHIC T-SHIRT

THE HISTORY

IN 1967, FIORUCCI EMBRACED THE RHYTHMS OF SWINGING LONDON AND FUSED ITS MUSIC WITH THE SOUL OF AMERICAN BLUE- JEANS AND T-SHIRTS, A NEW KIND OF ARMOR, WORN CLOSER TO THE HEART.

HE TURNED TIME ON ITS HEAD, INVENTING DAYTIME "STUDIO 54" AND TURNED NIGHT A BRIGHTER SHADE OF BLACK.

FROM HIS PALACE IN MILAN TO HIS CASTLE IN NEW YORK – FIORUCCI BUILT A BRAND TO LIVE IN. HE TORE DOWN THE PRISONS OF FASHION TYRANNY. HE UNLEASHED THE POWER OF FASHION CHOICE

“.... THERE IS NOTHING BAD ABOUT LOOKING BACK AT THE PAST WITH FONDNESS, BUT I ALSO LIKE TO THINK ABOUT THE FUTURE. I WANT TO FIND A BALANCE, I DON'T WANT TO BE STUCK TO ANY ONE STYLE OR FANATICISM IN PARTICULAR. I LIKE TO MOVE BETWEEN DIFFERENT THINGS AND CHOOSE THEM WITHOUT PREJUDICE REGARDING MATERIALS OR FORM. THIS IS OUR RIGHT, NOBODY HAS THE RIGHT TO CULTURALLY IMPRISON US.” -FIORUCCI

IN MARCH 2003, FIORUCCI, THE PRINCE OF FASHION, DECLARED THAT AFTER 36 YEARS, THAT HE WOULD CLOSE THE GATE OF HIS PALACE, IN CORSO VITTORIO EMMANUELE, MILAN. WHAT HAD BEEN LARGER-THAN-LIFE, A TWO-WAY MIRROR INTO LIVES AND LIFESTYLES BECAME DARK. NO LONGER DID MUSIC WAFT ON SOFT ITALIAN BREEZES. OUR SAD PRINCE DECLARED THAT HE HAD "FALLEN OUT OF LOVE."

FIORUCCI

ITALY



WHEN FIORUCCI HIT THE SCENE NEARLY 40 YEARS BEFORE, HE AMAZED ITALY - AND THE REST OF THE WORLD - WITH A LARGER-THAN-LIFE ATTITUDE. HE BROUGHT IN THE NEW AND UNEXPECTED, PRE-DATING THE SURGE OF TODAY'S "LIFESTYLE" STORES. FIORUCCI MIXED CLOTHING WITH BEAUTY PRODUCTS, VINTAGE ITEMS, MUSIC AND HOME FURNISHINGS. FIORUCCI EVEN USED HIS RETAIL SPACE FOR ARTISTIC PERFORMANCES. FIORUCCI SAID THE REASON HE WAS CLOSING HIS SHOP WAS BECAUSE HE HAD "FALLEN OUT OF LOVE" WITH FASHION. THE WORLD BECAME DARKER. UNTIL NOW.

FIORUCCI - THE FAIRYTALE NEVER ENDED. IN THE SPIRIT OF REKINDLED ROMANCE, FIORUCCI IS PROUD TO REVEAL IT'S 2010/2011 COLLECTION.

Fiorucci

INTRODUCING THE PREMIERE FIORUCCI
"FACTORY" COLLECTION
INSPIRATION: LIVE INSIDE YOUR DREAMS.
FANTASY IS FEROCIOUS.
THE FELICITY OF FANTASY
I AM BECAUSE I'M BEAUTIFUL.
I'M BEAUTIFUL BECAUSE I AM.
I AM ALL THE WORLD WOULD EVER WANT
AND ALL I WANT IS ALL I AM

Fiorucci

THE TABLE TEE COLLECTION

I WEAR MY HEART UPON MY CHEST.
MY LYRICS ARE MY LIFE.



EXPRESS YOURSELF IN OUR SASSY-STATEMENT, GRAPHIC T-SHIRTS AND LOVINGLY-SNUGGLY, BOLD HEART HOODIE. PERFECT WITH OUR FADED, BELOW-THE-KNEE CAPRI PANTS OR YOUR FAVORITE JEANS.



LIVE LIFE IN THE FAST LANE WITH OUR PRETTY-IN-PINK T-SHIRT WORN WITH OUR SLIGHTLY SHORTER, DARK DENIM, SEXIER VARIATION OF BERMUDA SHORTS.



THE LOOK IS IN THE DETAILS. A GATHERED SHOULDER AND THE PERFECT SHADE OF CARIBBEAN BLUE COMBINE FOR AN EFFECT THAT'S COOL AS ICE.

THE SWEET COUTURE COLLECTION.

I FLIRT WITH FREEDOM.
I BELIEVE IN SWEET REVENGE.

A MODERN TAKE ON CLASSIC POLKA-DOTS IS ANYTHING BUT STUFFY PAIRED WITH A PATENT LEATHER BELT AND LEGS-UP-THERE SHORT SKIRT.

OUR OH-SO-SEXY TRENCH INSPIRED WRAP DRESS IS PERFECT DAY OR NIGHT AND IS ACCENTED WITH CLASSIC BUTTON DETAIL.



FLIRTY RUFFLES AND A SERIOUSLY ALLURING BELT ARE BOTH SWEET AND SASSY.

SINCE WHEN DID A CARDIGAN BECOME SEXY? WHEN IT'S RED, FITTING AND COMBINED WITH A FANTASTIC BLACK MINI-SKIRT. HEART-INSIGNIA POLO SHIRT TIED TOGETHER BY A COORDINATED RED BELT.



NOTHING ABOUT THIS LITTLE BLACK DRESS IS BASIC. RED TRIM AND A HEART MOTIF MAKE SOMETHING BASIC SPECIAL.



ATTITUDE IS ABOUT MIXING IT UP. OUR BLACK MINI-SKIRT BECOMES A COMPLETE LOOK WITH COMBINED WITH A CLASSIC, HEART-INSIGNIA POLO SHIRT TIED TOGETHER BY A COORDINATED RED BELT. CLASSIC FIORUCCI POLO SHIRT.



THE FIORUCCI BAY COLLECTION.

I LOVE LIFE BESIDE THE SEA.
I SWIM BUT
DON'T GET WET.

"FIORUCCI" ME WITH THIS BOLD AND FLASHY CLASSIC T-SHIRT PAIRED WITH CROPPED, DISTRESSED DENIM BERMUDA SHORTS

CHIC IS IN THE DETAILS. MULTIPLE PLEATS AND WESTERN INSPIRED RIVETS MAKE THIS SKIRT ONE OF A KIND. WHIMSICAL POLKA DOTS COMPLETE A FLOWING, FEMININE LOOK.

LIVE HOT. LIVE IN THE TROPICS IN THIS FOREVER COOL ENSEMBLE COMBINING OUR SEA AND SAND INSPIRED GRAPHIC T-SHIRT WITH A LEG-REVEALING MINI AND OUR FORM FITTING-TAKE ON A SUMMER CARDIGAN.

OUR FLAMINGO-HOT GRAPHIC T-SHIRT GETS EVEN HOTTER WHEN WORN WITH THE LATEST IN MINI'S.



THE FIORUCCI GARDEN COLLECTION.

IT'S THE WILDEST FLOWERS THAT I LOVE BEST.

WE SET BUTTERFLIES FREE IN A HAPPY PRINT BLOUSE THAT CELEBRATES YOUR FIGURE AND YOUR SMILE. PERFECT WITH FADED CAPRI PANTS AS SHOWN OR WITH A SKIRT.

STRETCH YOUR ASSETS IN THIS '70S INFLUENCED WAIST-GATHERED JACKET BLOUSE - PERFECT AS SHOWN OR WHEN WORN AS A MODERN ALTERNATIVE TO A TRADITIONAL JACKET.



BLACK AND WHITE POLKA DOTS AND SEXY SPAGHETTI STRAPS ACCENT THIS PEEK-A-BOO INSPIRED, FLATTERING BLOUSE. PERFECT WITH A SKIRT AS SHOWN - OR WITH JEANS.



FLAMINGOS ARE FOREVER AND PRETTIER THAN ALLIGATORS. PAIR OUR FLAMINGO POLO WITH HOT PANTS FOR A HOT LOOK - TIEING IT ALL TOGETHER WITH A SIGNATURE FIORUCCI BELT.

THE FIORUCCI COLORFUL WORLD COLLECTION.

I AM NEITHER BLACK NOR WHITE;
MY WORLD IS FILLED WITH COLOR.

A FLURRY OF FANCIFUL
PRINTS ADD EXCITEMENT TO
THIS FUN AND FRILLY FROCK.



OFF THE SHOULDER AND OUT OF THIS
WORLD, THIS SINGLE SPAGHETTI STRAP
DRESS IN AN ABSTRACT, SUBTLY
SHADED FLORAL PRINT IS ALL YOU
NEED TO MAKE A SUMMER STATEMENT.



MAGIC MUSHROOMS GO PERFECTLY
WITH OUR FANCIFUL CASCADING DENIM
MINI SKIRT.



THE FIORUCCI HOT MERMAID COLLECTION.

I Glide But Never Touch The Ground.
I Dream But Never Sleep.

THIS LIGHT-WEIGHT CARDIGAN IS
PERFECT ALMOST YEAR-ROUND AND IS
SURE TO MAKE ANY SEASON HOT



CASUALLY SOPHISTICATED, OUR
COMFORTABLE TURQUOISE TOP GOES
ANYWHERE AND WITH ANYTHING.



DENIM WITH A TWIST, THESE TROUSERS
WILL TAKE YOU ANYWHERE - FROM DAY
INTO NIGHT. PINK BUTTON DETAILING AND
A UNIQUE ANKLE TREATMENT TURN
CASUAL INTO KNOCK-OUT. PERFECT WITH
THIS CLASSIC FIORUCCI T-SHIRT OR WITH
YOUR FANCIEST BLOUSE





CAP SLEEVES AND RUFFLE DETAILS
ADD UP TO "SIZZLING". OUR UNIQUE,
WHITE, TIGHT DENIM SLACKS COMPLETES
THE LOOK.



AN ASSYMETRICAL HEMLINE IS SURE
TO KNOCK HIM OFF BALANCE WHEN
A WOMAN WEARS THIS SIMPLY SEXY
POLKA DOT DRESS. IDEAL FOR PLAY
AS WELL AS FOR THE OFFICE.

THE FIORUCCI PIN UP COLLECTION.

I'M PINNED UP
BUT NOT PINNED DOWN.

BOLD AND BEAUTIFUL: TWO WORDS TO DESCRIBE THIS OH-SO-FIORUCCI FASHION STATEMENT. GRAPHIC LEGGINGS COMBINED WITH AN ICONIC ONE PIECE LEOTARD SCREAM CONFIDENCE AND FUN.

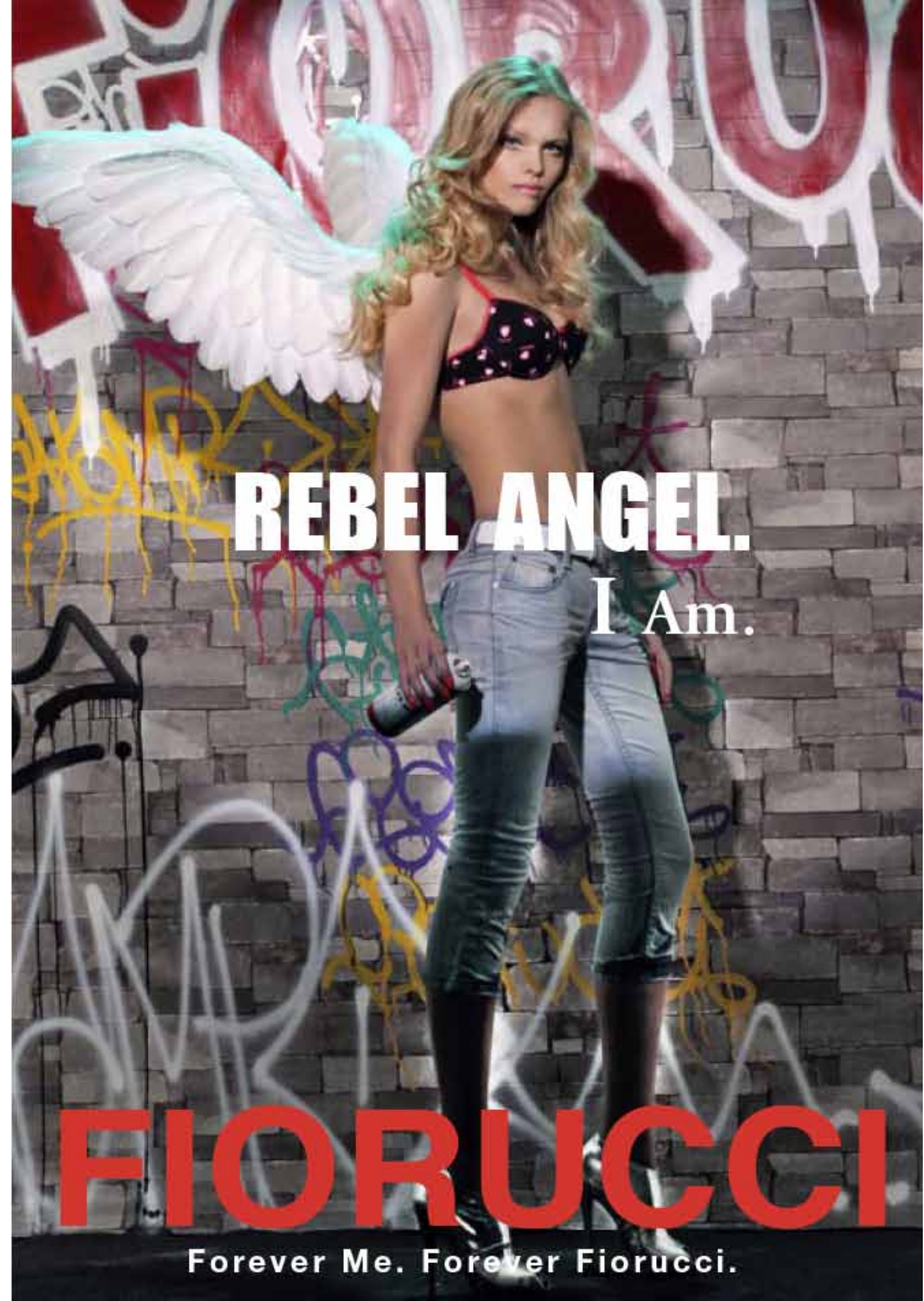
LIKE HIDDEN TREASURE, THIS BACK-REVEALING NAUTICALLY INSPIRED BLOUSE PUTS THE GLAMOROUS IN SEXY. PERFECT WITH OUR SIGNATURE WHITE DENIM TROUSERS.



OUR MODERN TAKE ON THE CLASSIC SWING DRESS SEEMS TO DANCE ALL BY ITSELF. FORM-FLATTERING, THE SILHOUETTE IS CERTAIN TO GET YOU FLATTERED.



ADVERTISING
2010/2011



REBEL ANGEL.
I Am.

FIORUCCI

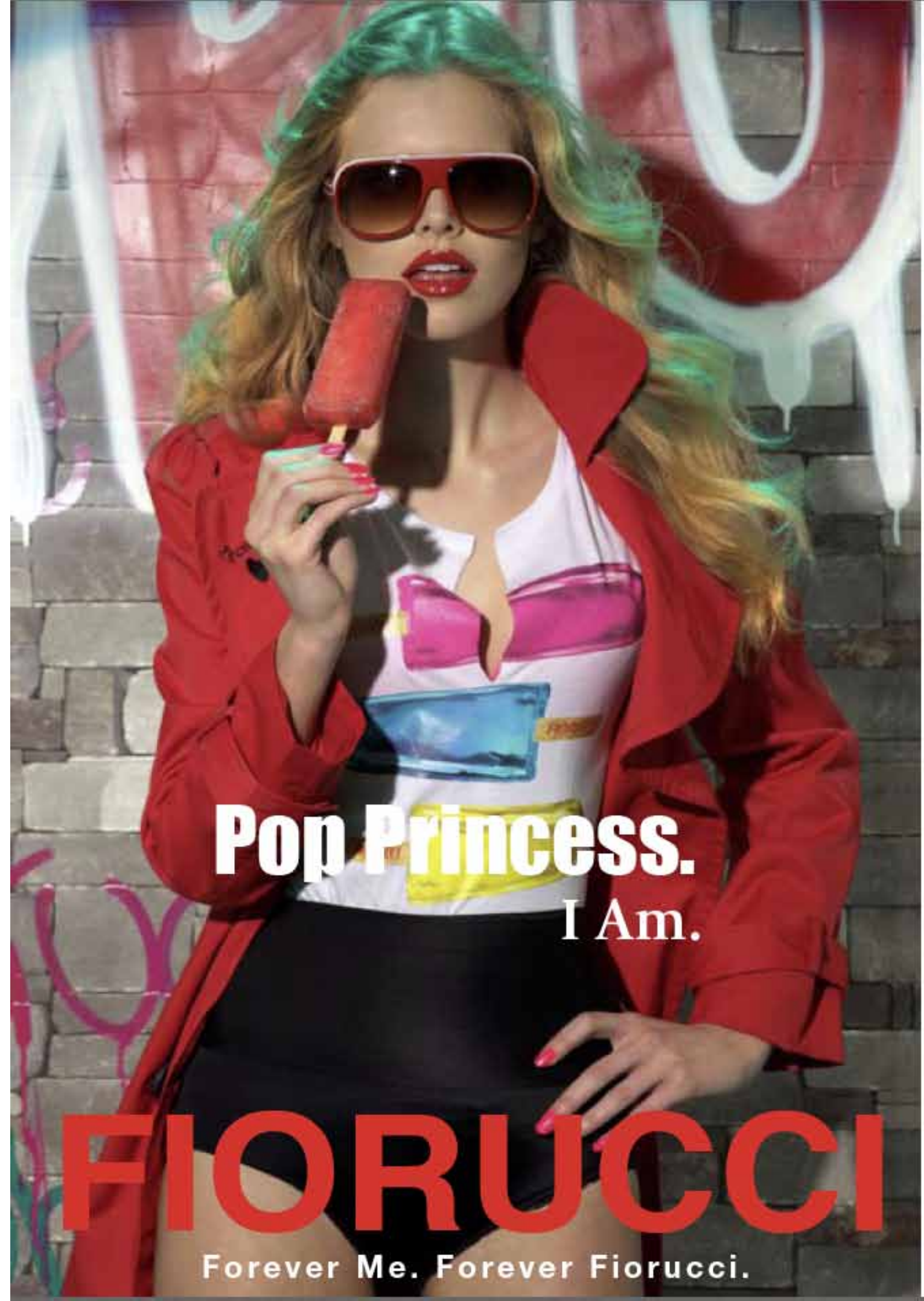
Forever Me. Forever Fiorucci.



Flamingo Hot
and
Pink Coral
Kisses.
I Am.

FIORUCCI

Forever Me. Forever Fiorucci.



Pop Princess.
I Am.

FIORUCCI

Forever Me. Forever Fiorucci.

STORE CONCEPT

IN A TRIBUTE TO CONTEMPORARY, TECHNO-ORGANIC STYLE, THE NEW, VIBRANT FLAGSHIP FIORUCCI STORE OPENS ITS WINDOWS ON THE WORLD THIS SEPTEMBER. CUSTOM-DESIGNED, FREE-FORM CIRCULAR WINDOWS ALLOW CULTURE TO SHINE IN AS WELL AS OUT. OCCUPYING FIVE FLOORS EACH LAYER OF THE SPACE IS INTENDED TO FUNCTION BOTH AS A PLATFORM FOR MERCHANDISE DISPLAY AND ALSO AS A MINI-STAGE FOR IMPROMPTU REFLECTIONS OF CULTURE. STAGED EVENTS, FASHION SHOWS, ART INSTALLATIONS, MUSIC AND OTHER ELEMENTS OF CONTEMPORARY GLOBAL LIFESTYLE AND CULTURE WILL CAPTURE THE SOUL OF FIORUCCI IN A NEW LOCATION DESIGNED FOR A NEW TIME.

FIORUCCI IS LOCATED AT 60 WELLINGTON STREET IN THE HEART OF CENTRAL, HONG KONG, IN BETWEEN THE NIGHT LIFE CENTRE OF HK LAN KWAI FONG (LKF), FLAGSHIP STORES OF MANY OF THE WORLD'S LEADING LUXURY BRANDS AND THE HK FINANCIAL DISTRICT.





BACK
STAGE

CHANGE







FIORUCCI

ITALY

FIORUCCI

**FIORUCCI TOWER - 60 WELLINGTON STREET
CENTRAL
HONG KONG**