



FIORUCCI

BRAND PROFILE



The rich history of Fiorucci is meaningful to so many people but also to the **evolution of fashion**. Many remember Fiorucci as the **'daytime Studio 54'**, with its notorious parties and events that brought together the world of **fashion, nightlife, arts and music**.

Elio Fiorucci was like a magpie, spotting all that glittered and gathering it together to make a party, a **party to which all were invited**.

The first at many – from fashion sunglasses, to logo-emablazoned t-shirts, to stretch, sexy denim, Fiorucci was a destination for **the most stylish, glamorous and free-spirited people** of its time – from Andy Warhol to Madonna, Keith Haring to Ettore Sottsass.

Fiorucci was always about **fun** - everyone was welcome to join, so they did: a young Sofia Coppola and a teenage Marc Jacobs could be spotted hanging out at the New York flagship, ogling the sparkling world that would later influence their work.

Driven by a relentless imagination and compulsive content creation, **Fiorucci is the blueprint for the way modern fashion brands operate today**.

Re-launched in 2017, Fiorucci's collections continue to evolve, with a wink to its **heritage** and a bright, optimistic **outlook for the future** – a future where everything is possible.



***Fiorucci has a mission to create
a world where anything is possible.***

VALUES

**Freedom - Creativity - Inclusivity
Sustainability - Fun**

BRAND PERSONALITY

The Positive Provocateur

ATTRIBUTES

Bold - Boundless - Vibrant - Involved

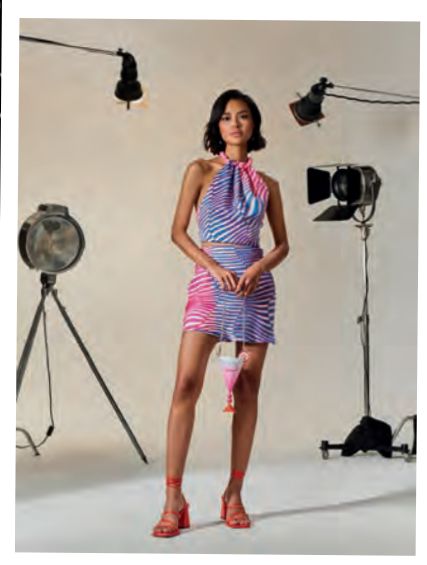


Fiorucci

Fiorucci



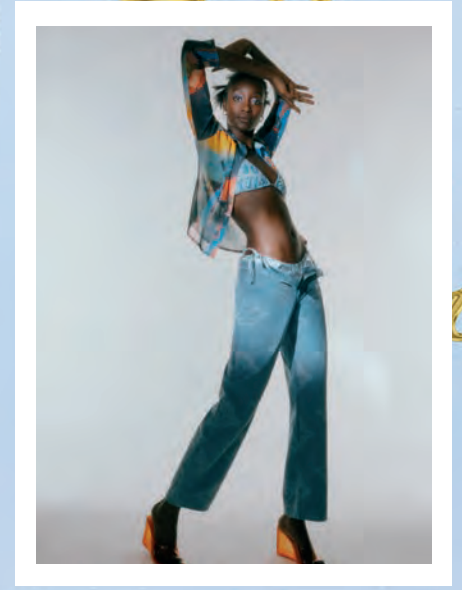
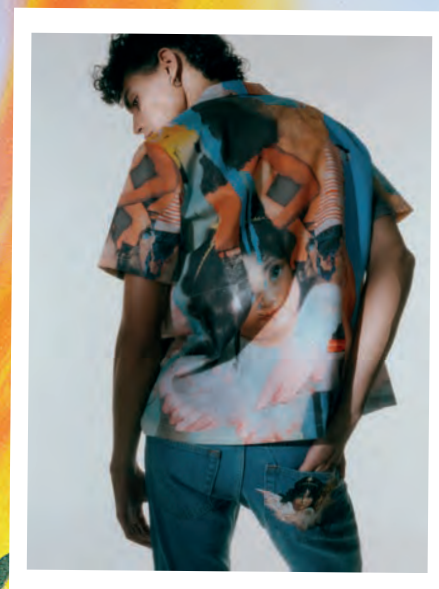
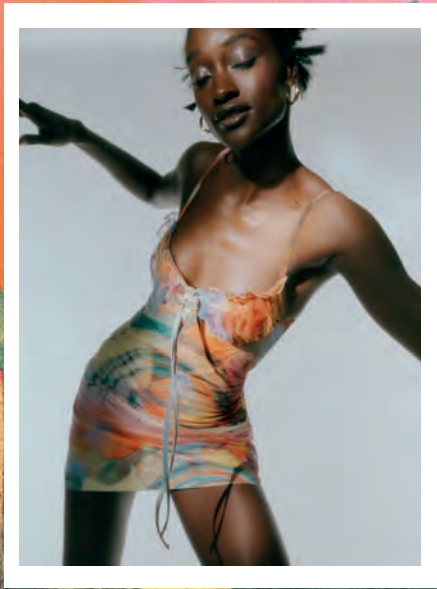
Fiorucci



**SPRING SUMMER 23
COLLECTION**

Fiorucci

Fiorucci



**PRE SPRING 23
COLLECTION**

COLLABORATIONS COLLABORATIONS

Fiorucci joined forces with Adidas for the first time in 2019. There have been four releases in total, distributed in Adidas and Fiorucci stores and online. The Adidas Loves Fiorucci collections encourage freedom to play with personal expression through style. All the pieces embody the fun and positive spirit that Fiorucci champions, combined with the timeless designs of Adidas Originals.

ADIDAS ORIGINALS

5 collections since 2017

Menswear, womenswear & accessories

Journeying together, Napapijri and Fiorucci — united by their shared long-standing compassion towards their rich heritages and an insatiable drive towards exploration — tell the story through two capsule collections that marry Napapijri's technical know-how with Fiorucci's flare and creativity. Distributed through both Napapijri and Fiorucci's platforms and in stores.

NAPAPIJRI

2 collections since January 2022

Menswear, womenswear & accessories



CAPSULE COLLECTIONS

Fiorucci collaborated with London based artist, Lakwena Maciver in 2021 for a capsule collection full of bright colour and bold text. Between Fiorucci's relationship with disco and Lakwena's relationship with gospel – a musical culture that similarly centres around ideas of connectedness, spirituality and joy made it the perfect partnership.

Fiorucci and Kith united for an exclusive capsule collection in early 2021. The range of products were limited edition and sold across Kith and Fiorucci platforms. Fiorucci continues its partnership with Kith by stocking in their US stores and online.



POP UPS



GALERIES LAFAYETTE

'Desert Oasis' pop-up in the Haussmann store in Paris.



FRED SEGAL

SS22 pop-up in Fred Segal's iconic Sunset Boulevard store.



SELFRIDGES RTW

Exclusive pop-up at the legendary Oxford St store, located in Women's Designer Studio, 3rd floor.



HARRODS

Heritage classics alongside a limited-edition denim jacket created exclusively for Harrods.



DISTRIBUTION

UNITED KINGDOM

Choice - London

END - London

Fiorucci Flagship - London

**Frasers - Derry, Wolverhampton, Belfast,
Glasgow, Leicester, Liverpool, Rushden Lakes,
Sheffield, Southampton**

Selfridges - Birmingham, London, Manchester

Tessuti - Chester, Liverpool, Manchester

USA

**Fred Segal - Los Angeles, Malibu
Kith - Los Angeles, Miami, New York**

EUROPE

Breuninger - Germany

BSTN - Germany

G&B Negezio - Brescia

La Rinascente - Milan, Rome

Leah Maria - Copenhagen

The Mint Company - Gran Canaria

WOW - Madrid

ASIA

Club 21 - Bangkok

Fourm - South Korea

**Lane Crawford - Beijing, Chengdu, Shanghai,
Hong Kong**

Lazy Hazy Planet - Tokyo,

Nubian - Tokyo

TAST - Taiwan

**Univers d'homme et Femme - Makati City,
Mandaluyong City**



MIDDLE EAST

American Rag - Dubai
Beymen - Istanbul
Harvey Nichols - Kuwait
Printemps - Qatar
That Concept Store - Dubai
Tryano - Dubai
VAO - Dubai

AFRICA

Next Generation - Johannesburg

CENTRAL AMERICA

Stendhal - Mexico City

ONLINE

END Clothing

Fiorucci

Flannels

Fred Segal

Lisa Says Gah - Launching SS23

Neiman Marcus

Revolve

Selfridges

SSense - Launching SS23

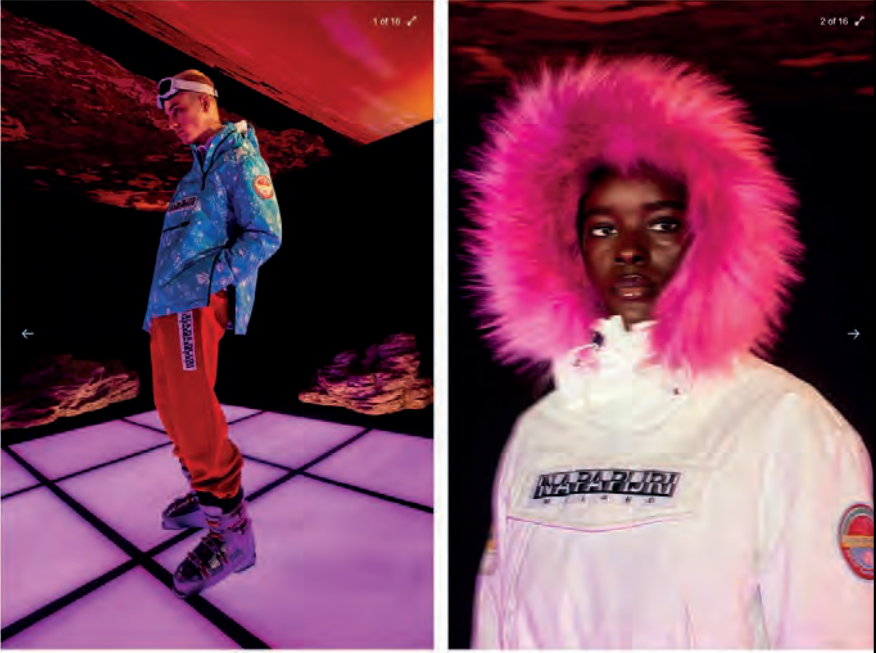
The Iconic. - Launching SS23

Zalando

HYPEBEAST LATEST SECTIONS VIDEOS BRANDS MAGAZINE SHOP

Fiorucci x Napapijri FW22 Has the Power to "Transport Its Wearers"

Serving disco fever on these journeys of discovery.



Daniel W. Fletcher has an eye for nostalgia; an understanding of kitsch references that come together in a mishmash of prints, colors, and textures, and this attitude toward design has seen him bring **Fiorucci** back to its former glory. Now, the fashion icon is back together with fellow Italian label **Napapijri** for their second collaboration, presenting a bold array for Fall/Winter 2022.

Following on from their [first collaborative effort](#) that debuted at the beginning of the year, Fiorucci x Napapijri FW22 now explores "the journey of an intrepid explorer, who found themselves in the middle of a kaleidoscope of lights tucked inside one of Italy's most breathtaking summits — from the snow-capped mountain tops, the explorer has now reached an electrifying playground filled with bright lights, neon logos, metallic fabrics and graphic patches."

Fashion
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By Hypebeast
0 Comments
TEXT BY: Eric Drain

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FASHION / FASHION FEATURES

Fiorucci Returns to L.A. With Retail Pop-up at Fred Segal Just in Time for Coachella

Fiorucci debuted its spring "Desert Oasis" collection at Fred Segal, and is dressing influencers for Coachella.

By BOOTH MOORE
APRIL 5, 2022, 1:17PM



"It's so nice to bring the angels back to the City"

WWD - APRIL 2022


VOGUE BRITAIN

FASHION BEAUTY ARTS & LIFESTYLE RUNWAY

Fiorucci And Lakwena Celebrate Their Rousing Collaboration In Colourful Style

BY EMMA WEYMOUTH
15 October 2021

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VOGUE- OCTOBER 2021

NYLON MENU



ON REPEAT
FIORUCCI'S Daniel Fletcher

FASHION

DISCO AND MADONNA INSPIRE DANIEL FLETCHER'S DESIGNS FOR FIORUCCI

The artistic director shares his favorite songs for NYLON's "On Repeat."

MARIA BOBILA
4.15.2022 8:34 PM

FB TW

On Repeat is a music series where NYLON asks

NYLON - APRIL 2022

marie claire

TRENDING 'Blime Empire' The Beauty Changer

LOREAL BEAUTÉ (French Beauty) ZEN PROTECT

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HOME FASHION

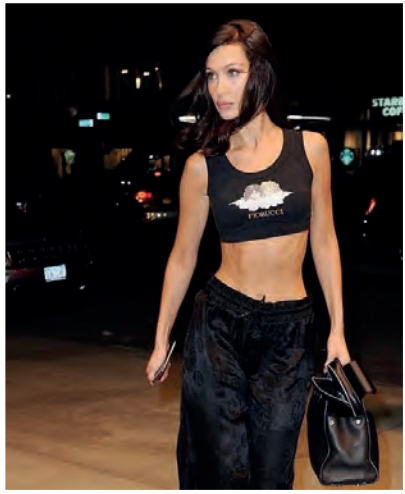
Fiorucci Just Debuted Their Spring/ Summer 2022 Collection

Equal parts eclectic and earthy.

f t w p

MARIE CLAIRE APRIL 2022

ENDORSEMENTS



BELLA HADID



WINNIE HARLOW



ALESSANDRA AMBROSIO



ASHLEY ROBERTS



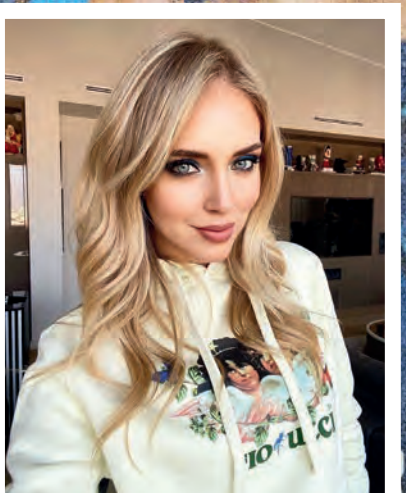
KENDALL JENNER



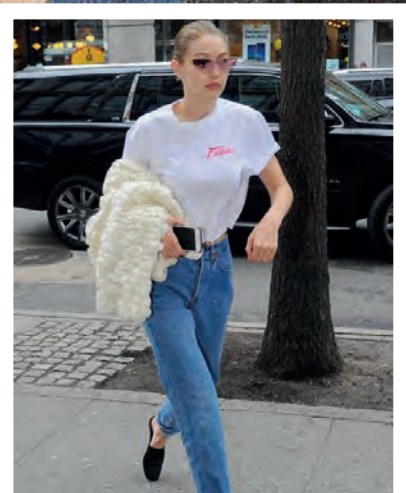
JUSTIN BIEBER



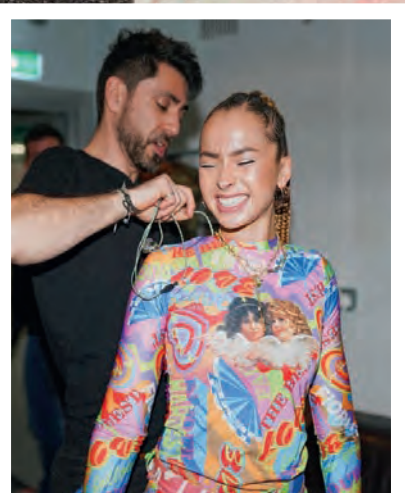
MAYA JAMA



CHIARA FERRAGNI



GIGI HADID



ELLA EYRE



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