

**Translation:***Prints of Fashion*

Emilio Pucci is particularly popular in the vintage market. Vogue readers can now buy exclusive vintage items by the designer on the virtual boutique YOOX.COM.

Vogue interviewed Holly Brubach, who works as a consultant for the project, about the charm of Pucci and how to wear the products.

Starting from the beginning of June, the Italian virtual boutique YOOX.COM will sell exclusive Pucci vintage clothes and accessories via the Internet. The items are mainly sourced from the 60s and 70s. Exclusively for Vogue readers, one of the collections will be available through www.vogue.co.jp/members. Vogue interviewed Holly Brubach, curator of the project and ex-style editor of The New York Times Magazine about the timeless charm of Emilio Pucci.

- What makes Pucci iconic in the vintage market?

Pucci is really remarkable in that the style really doesn't date. Plus, Emilio Pucci really was a visionary, in the sense that he foresaw the changes in the way women would live and dress. Unlike a lot of vintage clothes that seem fragile and demanding, vintage Pucci is like a very elegant version of T-shirt dressing - clothes that pack, that don't wrinkle and that move well. It's practical and relevant, not a relic of some bygone era.

- Please comment on how it can be worn today for vintage beginners.

Everyone is now beginning to discover the virtues of recycling good fashion. A few suggestions: since most vintage items tend to be quite distinctive, they work best with other clothes and accessories that don't compete for attention. Dressing in vintage from head to toe is overwhelming. Try using vintage as accent pieces and build a look around them. Play the past off the present, and vice versa. Wear a vintage dress with contemporary jewelry or a vintage bag with this season's shoes.

- What are some rules you abide by when looking for vintage clothing.

In general, YOOX.COM selects only vintage in very good or excellent condition. In many cases, we have items that were never worn. Serious collectors buy vintage not to wear it but to preserve it, and they become knowledgeable about different designers' most important collections and the prices their clothes bring at auction. But if you're buying vintage to wear, the number one rule of thumb is not resale value but how much you love it and how it fits into your personal style. When you consider that most of the items that have survived are extremely rare or one of a kind, the prices are a bargain.