



IL CENACOLO

ITALIAN CULTURAL CLUB

Founded in 1928

Regular Thursday Meetings, Noon to 2:00 P.M.
San Francisco Italian Athletic Club
1630 Stockton Street (3rd floor), San Francisco, CA 94133

Post Office Box 475119, San Francisco CA 94147-5119

www.ilcenacolosf.org

“Il Cenacolo is an organization that preserves, enhances and encourages all aspects of Italian arts, language and culture and recognizes the unique contribution of Italian heritage that is intertwined in the history and life of the San Francisco Bay Area.”

MAY 2017

During May, learn how two Italian organizations were formed 100 years ago to assist their Italian immigrant brothers and sisters to navigate the American system and become citizens of their adopted country.

THURSDAY, MAY 4, 2017

100-Year History of the Italian Community Services

Andy Canepa, Cenacolista & Anna Maria Pierini, Executive Director, ICS

THURSDAY, MAY 11, 2017:

The SFIAC: The Last Stronghold of the Italian Neighborhood

Nickolas Marinelli, Cenacolista

THURSDAY, MAY 18, 2017

Luminous Patagonia

Alex Kugushev, Cenacolista

THURSDAY, MAY 25, 2017

OPEN SESSION:

Il Cenacolo Through the Eyes of our Presidents

This month's programs arranged by Ron Derenzi.

PROGRAM PROFILES

THURSDAY, MAY 4, 2017

100-Year History of the Italian Community Services

Andy Canepa, Cenacolista & Anna Maria Pierini, Executive Director, ICS

Andy's remarks and Powerpoint presentation will show the beginning and continued success of the Italian Community Services over the last 100 years. He will inform us how the agency has assisted many generations of Italian immigrants. Some of our grandparents or parents were helped by the ICS.

Anna Maria will inform us of the plans for assisting senior Italian-Americans and newly arrived Italian immigrants as well as assisting local schools in the teaching of the Italian language and culture.



Andy Canepa is a San Francisco native. A graduate of St. Ignatius High School with a degree in history from USF and postgraduate degrees from the University of Massachusetts at Amherst and from UCLA. Andy taught history and Italian at USF and English at the *Centro Studi Americani* of Rome. Andy has worked in several industries, and in 2013 became the assistant manager of the Italian Cemetery in Colma. In 1983 he co-founded the Northern California chapter of the *Piemontesi nel Mondo*. He has been a member of Il Cenacolo since 1978, and has given a number of presentations to Il Cenacolo.



Anna Maria came to ICS after filling leadership positions at the San Francisco Medical Society Blood Bank and the Blood Bank at the Alameda Contra Costa Medical Association. She received her Bachelor's degree at Dominican University and her Master's degree in Human Resources and Organization Development from USF.

She serves on the OnLok Board of Directors, is an officer on the Advisory Council to the Department of Aging and Adult Services in San Francisco. Anna Maria has spoken internationally about non-clinical organization development.



THURSDAY, MAY 11, 2017:

The SFIAC: The Last Stronghold of the Italian Neighborhood

Nickolas Marinelli, Cenacolista



Nickolas will present the 100-year history of the SFIAC and its influence in the North Beach community. He will present information on how the SFIAC has fostered the Italian culture.

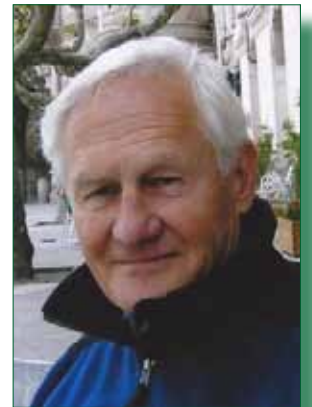
Nickolas is the General Manager of the Italian Cemetery, and has spent the better part of two decades in the “Dismal Trade.” He has been entrusted with the oversight of two funeral homes, four crematories and seven cemeteries. Nickolas is well-known in the San Francisco Italian Community as a public speaker, amateur historian, photographer, genealogist, columnist and liaison to the Italian Consulate. He is a member of numerous Italian-American organizations including Il Cenacolo, Columbus Day Celebration and the San Francisco Italian Athletic Club.

THURSDAY, MAY 18, 2017

Luminous Patagonia

Alex Kugushev, Cenacolista

Alex will describe with some 30 photos the extraordinary landscapes of Patagonia, which he recently visited. He will show glaciers of translucent blue, sheer perpendicular mountains attracting hikers and climbers from around the world, pristine lakes mirroring the Southern Andes and guanacos in the Patagonian steppe.



Alex is a journalist and educational publisher. Born in France, and schooled in Yugoslavia, Switzerland and Argentina, he is a naturalized American. He taught college and spent forty years publishing college textbooks. He co-founded CyberGnostics, Inc. publishing exclusively on the Internet. He has written four books, traveled to some 80 countries and speaks seven languages. He recently published a book *We're 34th in Education* detailing the American public school system.



THURSDAY, MAY 25, 2017: OPEN SESSION

Il Cenacolo Through the Eyes of our Presidents

Past President Cenacolisti will tell us of their unique experiences during their terms of office. Learn about 30 years of stories of Il Cenacolo through their eyes.

Dear Cenacolisti,

Greetings! I hope that all is well with you and your family. There's a lot happening at Il Cenacolo—please take the time to review this bulletin for an update.

PEOPLE—

We are in the final process of nominating new directors for the 2018 fiscal year that starts on July 1, 2017. If you are interested in serving and have not yet advised one of the members of our Nominating Committee ([Chuck Stagliano](#), Chairman, [Alex Kugushev](#) or [David Giannini](#), please do so immediately.

One of our long-time members, George Lippi, was honored in March by the Salesian Boys' & Girls' Club as its Man of the Year. As many of you know, George has been involved in the travel business in North Beach for over 50 years. *Auguri* to George on this recognition of your contributions to the community.

EVENTS & PROGRAMS—

Thanks to Jim Boitano for organizing the April programs. Everyone seemed to really enjoy the speakers as well as the open session. I heard lots of favorable comments. *Thanks Jim!*

This bulletin highlights our May programs. I hope that you will continue to support your Club by attending as many of these Thursday luncheon meetings as possible. I haven't seen some of you in a while, so please make an effort to come. You will enjoy the outstanding programs and the camaraderie of your fellow club members.

Your Board has implemented many of your suggested changes to the Thursday luncheons. For further information on parking, use of name tags, cost (now \$40), and simplified procedures for selecting your entrée, please refer to last month's bulletin or ask one of the directors.

With respect to the open discussions, we are planning on having one per month—other than in August (no meetings), September and December. Please give our program chairman, Alex Kugushev, your ideas/suggestions for topics.

SAVE THE DATES ! —

Thursday, May 11, 2017: Next Il Cenacolo Board Meeting

Thursday, June 29, 2017: Il Cenacolo Annual Meeting

Sunday, August 27, 2017: The 64th Sal Reina Opera Outing

Saturday, September 23, 2017: Night at the Italian Film Festival

Friday, December 1, 2017: Christmas Gala

Please see the full descriptions on our Calendar page following this message.

CONSIDER JOINING OUR BOARD ! —

Our directors serve for a two-year term. Director rotation is beneficial to ensuring that new ideas are generated and that policies are continually reviewed and refreshed. At the completion of this fiscal year (June 30, 2017) we will be electing new directors. A nominating committee of Chuck Stagliano (Chairman), David Giannini and Alex Kugushev has been tasked with the responsibility of identifying and vetting appropriate candidates. We very much want you to consider offering yourself as a candidate. Yes—the job takes some time and commitment. On the other hand, you will be rewarded with knowing that you have helped Il Cenacolo grow. Ask any current or former board member—and he will confirm that the experience is enjoyable, and that you get to work with a great group of people! Please think seriously about this—and advise [Chuck](#), [David](#) or [Alex](#) of your interest. Thanks.

FINALLY—

Please let me know directly (ilpresidente@ilcenacolosf.org) how we are doing. This Club exists for you—and your Board is dedicated to improving your experience as a member. Your ideas are important and every suggestion will be carefully considered. We are dedicated to growing our membership, to strong financial management and to an environment that is a source of pride and enjoyment for all—you can help achieve these objectives by participating and offering your ideas and suggestions.

Best regards,

*Franz Cristiani
President*

IL CENACOLO CALENDAR OF EVENTS

THURSDAY, MAY 11, 2017: NEXT IL CENACOLO BOARD MEETING

Just a reminder that you are invited to attend and observe a Board meeting. If you are interested, all you need to do is email me (ilpresidente@ilcenacolosf.org) and let me know your preferred date. (We meet at 9:30am on the second Thursday of each month right before the weekly luncheon meeting).

THURSDAY, JUNE 29, 2017: IL CENACOLO ANNUAL MEETING

At this meeting you will receive reports on the state of our club—finances, membership, programs, etc. We will also elect a slate of directors and officers for the upcoming year; their names and positions will be announced beforehand in the June bulletin. Please plan on coming to this important meeting. It is held at a regular Thursday luncheon, and please note that only members are invited.

SUNDAY, AUGUST 27, 2017: THE 64TH SAL REINA OPERA OUTING

Note that the Opera Outing is early this year. Still at the Marin Art & Garden Center in Ross. The Chairman of the event, Chuck Stagliano, and his team are putting together plans that will include live entertainment and more! Details will be forthcoming in next month's bulletin. This has always been a fun event at a wonderful venue—with good food, wine and fun entertainment! We look forward to seeing you, your family and friends.

SATURDAY, SEPTEMBER 23, 2017: NIGHT AT THE ITALIAN FILM FESTIVAL

Ken Sproul has arranged a fabulous evening of entertainment with our fellow Cenacolista, Lido Cantarutti. Lido has organized this event for many years. They have arranged for us to attend the opening night at the Showcase Theater in the Marin County Civic Center. After the performance, dinner will be organized at a nearby Italian restaurant. More detail is forthcoming, but I wanted to ensure that this got on your calendar now. For more information about the Marin Italian Film Festival, [click here](#).

FRIDAY, DECEMBER 1, 2017: CHRISTMAS GALA

At the San Francisco Italian Athletic Club. Ron Derenzi, the gala's Chairman, and his team have already nailed down some of the details of this event. This will be a real Italian-style holiday party—with great food and lots of fun. This year's gala is a change from prior years' and promises to not only be different in style, but in substance as well. Please mark it on your calendars now.

RIDE SHARE

FROM:

CONTACT:

SF—Pacific Heights and the Marina . . .	Richard De Bono	415-730-2584 cell
SF—Marina	David Giannini	415-921-3077 home 415-713-9219 cell
SF—Jordan Park, Inner Richmond . . .	Chuck Stagliano	415 531-6900 cell
Marin County	David Cobb	707-888-2311 cell

SFIAC PARKING

(all within 1-4 blocks away)

- Valet parking at [Original Joe's](#) restaurant at the corner of Stockton and Union. You do not have to dine there to use the valet. The current charge is \$9.
- [APM Parking at 721 Filbert](#), \$10 with SFIAC validation.
- [North Beach Garage at 735 Vallejo](#) (between Stockton and Powell). \$3 per hour.
- [Vallejo Street Garage at 766 Vallejo](#), \$3 per hour.
- [Green Street Parking at 626 Green](#) (between Columbus and Powell). \$10.
- [Powell Street Garage at 1636 Powell](#) (between Union and Green). \$12-\$25.

(Click on links for directions to SFIAC)

IL CENACOLO TEAMS

MAY 2017

OPERATING TEAMS

CORE PROGRAM

CHAIRMAN: Alex Kugushev (a.kugushev@ilcenacolosf.org)

TEAM MEMBERS: Jim Boitano, David Giannini, and Chuck Stagliano)

FINANCE/INVESTMENTS

CHAIRMAN: Jon West (j.west@ilcenacolosf.org)

TEAM MEMBERS: Marv Pheffer and David Giannini

GALA

CHAIRMAN: Ron Derenzi (r.derenzi@ilcenacolosf.org)

TEAM MEMBERS: Eugene Lanzone and West Whittaker

OPERA OUTING

CHAIRMAN: Chuck Stagliano (c.stagliano@ilcenacolosf.org)

TEAM MEMBERS: Ron Derenzi, Don Lewis and Richard Ruff

PILOT PROGRAM

CHAIRMAN: Ken Sproul (k.sproul@ilcenacolosf.org)

TEAM MEMBERS: Ron Derenzi, Don Lewis and Dave Lombardi

STRATEGIC PLANNING

CHAIRMAN: Richard DeBono (r.debono@ilcenacolosf.org)

TEAM MEMBERS: Jim Boitano, Chris Danesi, Mike Prior and Ken Sproul

FUTURE TEAMS

ALTERNATIVE CLUB ACTIVITIES

CHAIRMAN & TEAM MEMBERS: TBA

FUND RAISING

CHAIRMAN & TEAM MEMBERS: TBA

PUBLIC RELATIONS, COMMUNITY OUTREACH AND MEMBERSHIP

CHAIRMAN: Marv Pheffer (m.pheffer@ilcenacolosf.org)

TEAM MEMBERS: David Cobb and Ron Derenzi

WEBSITE ReDESIGN

CHAIRMAN: Chuck Stagliano (c.stagliano@ilcenacolosf.org)

TEAM MEMBERS: Eugene Lanzone, Ken Sproul and Doug Von Qualen

EMILIO PUCCI (1914–1992)

For the May, 2017 Correnti della Storia article, I wish to look at another aspect of successful Italian design in addition to luxury automobiles and racing cars and their drivers. The world of clothing fashion and design has been and is representative of Italian creative genius as well. The first person we will consider is someone who brought Italian clothing design and manufacture to the forefront after the disaster of World War II and Mussolini's dictatorship. He is Emilio Pucci, who embodied in his lines of clothing the jet-set fashion and lifestyle glamor of post-war Italy. Multilingual (he was fluent in five languages), well-travelled, American-educated, an air force pilot, Olympic skier, politician, and aristocrat—he was a Renaissance man in every sense of the word. He was a man of elegant bearing whose artistic talent was self-taught and earned for him the nickname “divino marchese” (the divine marquis) because of his heavenly creations. He spent some of his formative years in the United States during the 1930s, attending the University of Georgia in Athens, Georgia, and Reed College in Portland, Oregon, where he received his MA in social science in 1937.



Emilio Pucci, Marchese di Barsento, was born on November 20, 1914 to one of Florence's oldest noble families that traced its ancestry back to the 13th Century. He would live and work in the Pucci Palace in Florence for much of his life. He was a keen sportsman, who swam, skied, fenced, played tennis, and raced cars.

At the age of 17, he traveled to Lake Placid, New York as part of the Italian team at the 1932 Winter Olympics, but he did not compete. After two years at the University of Milan, he studied agriculture at the University of Georgia in Athens, Georgia, where he became a member of the Demosthenian Literary Society. In 1935, he won a skiing scholarship to Reed College in Portland, Oregon, and earned an MA in social science from Reed in 1937. He was awarded his doctorate (laurea) in political science from the University of Florence in 1941.

It was while he was at Reed that he began his creative fashion career that would lie dormant for several years because of World War II. While he was on Reed's ski team, he thought he could improve on the bulky clothing of the day by designing a new uniform. Ultimately, this clothing was manufactured by the Portland sports-wear firm, White Stag.

In 1938, he joined the Italian Air Force, and served as a S.M. 79 torpedo bomber pilot during World War II, rising to the rank of captain and decorated for valor by the time he resigned in 1952. During the war, he became a confidant of Benito Mussolini's eldest daughter, Edda. Pucci played a key role in the plan to save her husband, Mussolini's former Foreign Minister Count Galeazzo Ciano, who was on trial for his part in the removal of Mussolini from power in 1943. The plan involved delivering some of Ciano's papers (which were highly critical of Mussolini) to the Gestapo so that they could be bartered for Ciano's life. After Hitler vetoed the scheme, Pucci drove Edda to the Swiss border on January 9, 1944 and ensured her escape. Before escaping, Edda wrote last pleas to General Wilhelm Harster, SD commander in Italy, Hitler, and Mussolini; Pucci delivered these letters to an intermediary. He then attempted to flee to Switzerland himself, but was arrested and transported to San Vittore prison in Milan where he was tortured by the Gestapo in a futile attempt to extract information about Ciano. Pucci then managed to escape and reach Switzerland, where he remained until the end of the war.

Recovering from his torture wounds in Switzerland after the war, and with the Italian economy in ruins, Pucci made ends meet by teaching Italian and giving ski lessons in Zermatt. As noted above, his first clothing designs had been for the Reed ski team while he was at Reed in the mid-1930s. It was in 1947 that his work first garnered worldwide attention. Pucci designed a streamlined ski outfit for himself and some socialite female friends; the outfits were form-fitting, colorful but practical, and could be worn as fashionable clothes on the ski slopes. Photographer Toni Frissell, an employee of Harper's Bazaar, took pictures of Pucci and the women on the Zermatt ski slopes. These photographs were shown to the head buyer for Lord and Taylor Department Stores, Marjorie Griswold, and the fashion editor of Harper's Bazaar, Diana Vreeland. Ms. Vreeland asked Frissell to inquire if Pucci was willing to create skiwear for a European Winter Fashion story that subsequently appeared in the December, 1948 issue. Although there had been some experiments with stretch fabrics in Europe before the war, Pucci's sleek designs caused a sensation. Several were ordered for Lord and Taylor's New York store. This order was Pucci's first retail success in the United States and he received several offers from American manufacturers to produce more designs.



Pucci, however, needed additional financial security after World War II, and so he decided to market his designs on his own. With the return of peace, people were again traveling for pleasure. He astutely surmised that his boutique fashion line, which he named Emilio of Capri, and his casual, colorful resort fashions would be popular with the new visitors. His first boutique was located in the fashionable resort of *La Canzone del Mare* ("The Song of the Sea") on the island of Capri, even then a glamorous resort destination, where he developed wearable yet chic sportswear: "Capri" pants, sexy silk twill shirts with a masculine cut fitted to show off the female figure, open-toed sandals, and striped jersey tops, all in refreshingly vibrant colors that evoked the island's natural beauty. International jet-setters were frequent customers at his boutique. Diana Vreeland praised Pucci as "divinely Italian."

Although it was extremely unusual at that time for an aristocrat to be a shop owner and designer or dress-maker, Pucci enjoyed the creative process. He set up his design workshop in the Pucci family's grand palazzo in the heart of Florence, and began working closely with expert fabric manufacturers in Italy to pioneer and patent revolutionary stretch fabrics that avoided the heavy, rigid fabrics largely in circulation at that time. Contrary to his design contemporaries in other parts of the world, Pucci was driven by the desire to liberate women, granting them unprecedented freedom of movement. His stretch silk and cotton jerseys were weightless, unlined, and wrinkle-proof; precursors for a modern, travel-friendly wardrobe that captivated a new generation of modern, active women.

The next phase of Pucci's career began at the first fashion show of Italian designers, which was organized by Giovanni Battista Giorgini in 1951 and held in the Sala Bianca at the Palazzo Pitti in Florence. Other Italian designers presented their work at the show in addition to Pucci. Major American stores like Neiman Marcus and Saks Fifth Avenue sent their buyers, who brought Italian, postwar, ready-to-wear fashion back to the United States. Pucci's sleek, lightweight T-shirts, jersey dresses, silk shirts, and tapered pants made for an

exciting new style. His designs featured sensual, free-flowing lines that followed the natural curves of the body —effortlessly elegant clothing which took women from day to evening and from jet planes to seaside cocktail parties, perfectly complementing the lifestyle of the high-rolling, jet-set crowd. The collections had the allure of couture without the impracticality and cost of haute couture, heralding the novel concept of designer ready-to-wear which had a cascade effect throughout the fashion industry.



Initially he had used his knowledge of stretch fabrics to produce a swimwear line in 1949, but soon moved onto other items such as brightly colored, boldly patterned silk scarves. Stanley Marcus of Neiman Marcus encouraged him to use the designs in blouses and then a popular line of wrinkle-free printed silk dresses. Pucci added a boutique in Rome as business thrived, helped by Capri's role as a destination for the international jet-set. By the early 1950s, Pucci was achieving international recognition, receiving the Neiman-Marcus Award in Dallas and the Burdine's Sunshine Award in Miami.



It was during the 1950s that Pucci began developing his signature prints: graphic, abstract designs inspired by the world around him – Sicilian mosaics, heraldic banners, Bali Batiks, and African motifs. It was the first time that such pulsing geometric patterns had been incorporated into clothing and the effect was highly original, so much so that the international fashion press, impressed by his bold, radical approach, crowned him “The Prince of Prints.” Each print was like a work of art created on a silk canvas, framed with a decorative border and signed in the artist’s name—“Emilio.” (Marjorie Griswold of Lord and Taylor, Pucci’s major retail supporter, had already suggested that he sign his name in script within the print design because the motifs themselves could be copied. Hence, the authenticity of a Pucci garment can be verified when the signature “Emilio” is visible throughout the print. Pucci used his first name rather than his family name because it was considered shocking for a member of the Italian nobility to work as a dressmaker or tradesman instead of a diplomat or politician. He said, “I am the first member of my family to work in a thousand years.”)

He brought a luscious, bright color palette to these designs; as a colorist, he was unparalleled and drew inspiration primarily from the colors of natural landscapes of the Mediterranean, but also from the exotic locales to which he travelled. He boldly mixed espresso and azure, tangerine and fuchsia, lime and turquoise, plum, and many other shades. The result was a sophisticated fusion of color which became the hallmark of Emilio designs. Instantly recognizable, his glorious and joyful combinations exuded energy and emotion and allowed the designs of the clothes themselves to remain relatively simple.

Pucci became one of the first designers with a recognizable high-status label and signature style. He was a leading pioneer of diversification and paved the way for widespread fashion licensing. He designed various products from perfumes to accessories, including handbags, scarves, sunglasses, tights, and shoes. In 1959, he decided to create a lingerie line. He opted to develop the line abroad in order to avoid the difficulties he had experienced a decade earlier trying to match available fabrics to the patterns of his first swimwear line. As a result, he came to Chicago giving the lingerie contract to Formfit-Rogers mills. The venture proved to be successful, and he was made vice president in charge of design and merchandising for the company a year later.

Pucci's influence extended even to the moon! In 1971, he created the three bird motif for the design of the [1972 Apollo 15 Mission patch](#), although the crew replaced his blues and greens (*right*) with a more patriotic red, white, and blue (*far right*). In 1977, he even designed the interior of an automobile for a special edition of the Lincoln Continental Mark IV.



WORKING WITH BRANIFF AIRWAYS

In 1965, New York ad agency Jack Tinker and Associates was hired by Braniff International Airways to update their image. The agency's Mary Wells hired Alexander Girard to remodel the terminals, and Pucci to design new clothes for the flight attendants. As the ads put it, it was "The End of the Plain Plane."

Pucci would end up designing six complete collections for Braniff flight attendants, pilots, and ground crew between 1965 and 1974. (A mark of his impact was that by 1968 even Barbie had versions of all of his first four uniforms!) These avant-garde creations were designed as individual components to be added or removed as weather dictated. The uniforms included turtlenecks, T-shirts, crop-jackets, and culottes.



Among the more unusual innovations was a "bubble helmet"—a clear plastic hood worn by flight attendants between terminal buildings and aircraft to protect their hairdos from rain and the blast of jet engines. There were two designs of the "bubble helmet" both of which Braniff called "RainDome." Pucci called them "*Bola* and *Space Helmet* by Emilio Pucci." The *Bola* was a zippered version that ran down the center of the helmet; the *Space Helmet* was a snap together design in place of the zipper. In addition, Pucci incorporated Girard's "BI" logo into some of his prints.



By the 1960s, a dress in the distinctively patterned Pucci print, which used as many as 16 colors in a single design, was the uniform of fashionable women everywhere in the world. He became as famous as the women who wore his designs—a list that included Marilyn Monroe (*left*) (who was buried in a green Pucci dress),



Elizabeth Taylor, Audrey Hepburn, Sophia Loren, Gina Lollobrigida, Lauren Bacall, Jacqueline Kennedy Onassis (*right*), Grace Kelly, Barbara ("Babe") Paley, Gloria Guinness, Barbara Walters, Gloria Steinem, and many others. Helen Gurley Brown, the author and former editor of *Cosmopolitan*, said, "The dresses were spare, sexy, and liberating!"



Not to be outdone by fashionable women, men also wore wild and colorful Pucci ties, bowties, jackets, and beach attire.

In addition to his work in fashion during the 60's, Pucci entered politics. He contested the Florence–Pistoia district for the Italian Liberal Party (PLI) in the Italian election of April, 1963. He came second on the party's slate with 2,780 votes behind Vittorio Fossombroni, but the party only won one seat that year. However, he succeeded Fossombroni in the Italian Chamber of Deputies in August of that year. He retained his seat in the 1968 election, but lost it in the 1972 election, even though he was the district's top PLI candidate with 4,231 votes.

THE PUCCI REVIVAL



The wave of enthusiasm for Pucci's clothes known as "Puccimania" reached its height in 1967. Pucci's dresses became less popular in the 1970s as fashion trends changed, but the early 1990s saw a resurgence of interest in current Pucci styles and a blossoming market for vintage fashion— especially Puccis from the 1960s. Pucci collectors of the early 2000s included Madonna, Jennifer Lopez, Nicole Kidman, Julia Roberts, Paloma Picasso and Ivana Trump. Vintage Puccis were sold in specialty shops and at auctions around the world. Elizabeth Penberthy, the manager of the Pucci boutique in Manhattan expressed it well: "Few designers peak twice in fashion." Emilio Pucci was one of the few who were able to do so.

In February 1959, Pucci married Baronessa Cristina Nannini from Rome, about whom he later remarked, "I married a Botticelli." They had two children, Alessandro and Laudomia. Emilio Pucci died of a heart attack in a nursing home in Florence on Sunday morning, November 29, 1992. He was 78 years old. (His son, Alessandro, died in a car crash in 1998, six years after his father).



Following Emilio Pucci's death, his company continued under the guidance of his daughter, Laudomia (*left*). The rich archive of fabrics maintained in the Palazzo Pucci provided an ongoing source of fashions for the Pucci boutiques. As creative director, Laudomia Pucci hired talented designers to continue her father's concepts. In February, 2000 LVMH, the French luxury goods conglomerate headed by Bernard Arnault, purchased 67% of the Emilio Pucci SRL company, with the Pucci family retaining the rest of the business. With the influx of money from the sale, more Pucci boutiques, filled with Pucci products, were opened around the world, from Bangkok to Palm Beach.

The fashion editor Carrie Donovan summed up Emilio Pucci's illustrious career in an article in the *New York Times*, "He personified a moment, rather a long one, in history."

Adapted by James J. Boitano, PhD from: 1) Famous Fashion Designers website; 2) Love to Know: Beauty and Fashion website; 3) "In Memoriam-Emilio Pucci, MA '37", Reed College Magazine, February, 1993 on Reed College website; 4) Morris, Bernadine, "Emilio Pucci, Designer of Bright Prints, Dies at 78." Obituary in New York Times, December 1, 1992, pg. B12; 5) EmilioPucci.com website; and 6) Wikipedia.

