

# YOOX

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## Yukata by Fausto Puglisi x YOOX

*An exclusive edition of the summer kimono interpreted by Fausto Puglisi*

**June 2017** - The influence of traditions on modern style has never been as evident and strong in Japanese culture as it is now. Today, on special occasions such as ceremonies and festivities, the essence of Japanese style is conveyed by mixing traditional garments with western elements, especially amongst the younger generation.

This summer, to celebrate the traditional Japanese festival dedicated to fireworks, also known as **Hanabi**, YOOX is debuting **Yukata by Fausto Puglisi x YOOX**, an exclusive, hand-made edition of the cotton Kimono, interpreted by Italian designer, **Fausto Puglisi**.

Originally, the Yukata was worn at home as sleepwear after a bath and made of a softer fabric. Nowadays, it is considered the most iconic summer clothing in Japanese culture and is worn particularly during Hanabi festival. The process of making a Yukata involves a traditional technique where panels are hand-cut from a single roll of cotton cloth, almost parallel to, or perpendicular to, the sides of the cloth.

With the exquisitely playful twist that has characterized many of its collaborations in the years, YOOX has turned to Fausto Puglisi's dazzling creativity, inviting him to revisit his signature prints for an exclusive edition going live at the end of June. The designer's choice has fallen upon the sun and the palm tree, which have been reproduced in two exquisite colors: the sun in an irreverent yet poetic candy-pink and the palm tree, paired with the sun, in delicate ivory tones.

Throughout his career, Fausto Puglisi has often drawn inspiration from the Land of the Rising Sun, reinterpreting its cultural elements in his collections: *"I have always been obsessed by kimonos and the Japanese culture. When YOOX asked me to develop a special project on the Yukata, the traditional summer kimono, I accepted without any hesitation. The perfect geometric shapes of the Yukata and its stunning adaptability to the female body makes it an impressive canvas to project the decorative world of Fausto Puglisi."*

Yukata by Fausto Puglisi x YOOX, an exclusive edition that combines tradition and contemporary fashion, will be presented in a customized packaging and made available on YOOX from the end of June, just in time for Hanabi.