



Capri Couture

La Parisienne - The Story of an Atelier where Fashion meets Art

Edited by Silvana Editoriale

Preface by Enzo Di Tucci

Introduction by Marisa Cristina Settani

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Capri Couture tells a story of strong women, creativity, and freedom that began more than 120 years ago in the heart of Capri and has since become intertwined with the island's own history.

From the pioneering vision of Donna Mariuccia to Adriana's entrepreneurial flair, and to the work of Francesca and Luciana today, the maison La Parisienne has spanned generations, preserving the most authentic values of Capri fashion: the ability to transform desire into experience.

Brimming with colourful fabrics, sartorial artistry, the atmosphere of the Piazzetta, and a host of international clients, this book recounts the birth of a style that became the symbol of a free-spirited Mediterranean allure.

Not merely fashion, but a way of life.

A journey into timeless elegance, where every dress carries with it the scent of the island, the light of the Mediterranean, and the freedom to be unique.

Text in Italian, with English summary