

Coccinelle and Cracking Art debut together at Milano Design Week



The Rabbit Bag combines unconventional organic shapes with traditional leatherwork, creating a piece that intersects fashion and art

Coccinelle will make its debut at Milano Design Week, unveiling a collaborative project with Cracking Art, noted for the innovation of turning plastic regeneration into a form of artistic expression. Known globally for its large-scale animal installations, Cracking Art brings artistic and regenerative expertise to this partnership.

The highlight of this collaboration is the Coccinelle Rabbit Bag, which transforms a cute rabbit-shaped purse into a prêt-à-porter masterpiece that embodies vibrant creativity and a mutual commitment to responsibility. This initiative marks Coccinelle's entry into the design sphere, with the rabbit symbolizing new beginnings.

The material for these unique bags is sourced from the remnants of Cracking Art's decommissioned installations, using a mix of 99% reclaimed plastic. Each detail of the Rabbit Bag is crafted with precision, resulting in a playful yet sophisticated accessory that is both portable and stylish. It will be available in the iconic Cracking Art pop colors - fuchsia, orange, and green - in limited quantities at the Coccinelle flagship store in Corso Vittorio Emanuele, Milan, Italy, and at coccinelle.com starting April 16th, and in select global outlets from April 22nd.



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Simultaneously, an event will be held at the Coccinelle showroom on Via Vincenzo Forcella 5 in Milan to celebrate the collaboration, featuring the new bag and Cracking Art's colorful installations. These artworks will also be displayed alongside the Rabbit Bag in Coccinelle's most-exclusive boutiques worldwide, reaching cities such as Milan, Munich, Bangkok and Shanghai and more.

Moreover, the Coccinelle Rabbit Bag will be featured in a "Rabbit Invasion" on social media, with AI-generated rabbits appearing across famous landmarks in Milan, Munich, Shanghai and Bangkok. A video detailing the transformation of Cracking Art's decommissioned pieces into the Rabbit Bag will accompany this campaign.

Emanuele Mazziotta, Chief Operating Officer of Coccinelle, stated: "Coccinelle is attending Milano Design Week for the first time. We are very happy to present this special project born from the collaboration with the artists of Cracking Art. A project that celebrates the connection between design and fashion, thus allowing us to get closer to a public that is increasingly young, international, and aware of the latest trends. The statues of Cracking Art and the Coccinelle Rabbit bag will invade our Milan showroom, becoming protagonists of the most important event for the design industry."

The artists from Cracking Art also shared their thoughts: "For the first time, our rabbit is completely reinterpreted, creating a real ready-to-wear work of art. We are very pleased to be able to present this new project with the Coccinelle brand. Creating an object with the material obtained from the regeneration of our artworks means inserting a percentage of art into everyday life and it is the perfect progression of the urban fairy tales we create with the installations."