

**S I S L E Y**

**Introducing 'Sisley K', the brand's new project dedicated to Korean style**

*A premium line of the Sisley brand - designed in Seoul and aimed at women with a contemporary and sophisticated style - 'Sisley K' will be available from April 18 in the new dedicated store on Rome's Via Frattina and on [it.sisley.com](https://www.sisley.com)*

Milan, 28 April 2025 - Audacious. Authentic. Sophisticated. Sisley launches 'K', a new project inspired by Korean style, with a collection that will be previewed in the new, dedicated Sisley K space in Rome.

A new project with which the brand strengthens and elevates its image and confirms its ability always to be spot on with current trends. With 'K' Sisley brings to Europe the soul of Korea, the brand's second market, after Italy - a market where Sisley is a significant player both in terms of market recognition and sales.

Designed by a team of Korean creatives, Sisley 'K' is dedicated to young women who possess -refined and distinctive tastes. Through a mix of urban aesthetics and sophisticated minimalism, the garments convey a fresh and dynamic yet refined image, in line with the new global style codes.

The heart of the project is a new store in Rome - the first one dedicated to Sisley K - located at Via Frattina 113. The new space transcends the traditional point of sale concept, transforming into a retail space where people will be invited to immerse themselves in an authentic and refined atmosphere to discover the collection. The store is painted entirely in International Klein Blue, the color that characterizes the 'Sisley K' brand.

The 'K' collection is part of a new Benetton Group strategy. South Korea is a very important market for the Italian fashion company, which is present in the Asian country with approximately 300 United Colors of Benetton and Sisley locations, each representing a point of reference for fashionable and internationally trend-conscious consumers.

With the launch of 'Sisley K', Benetton Group - which has always been open to cross pollination between different cultures and ideas - demonstrates great attention to the tastes of the new generations, looking to a nation - Korea - that in recent years has been able to influence the cultural discourse, from cinema to music, from TV series to fashion.

Sisley K will be available starting April 18th at the new store and online at [sisley.com](https://www.sisley.com).

## 'Sisley K' Collection

'Sisley K' serves up smart and versatile outfits, with relaxed-cut blazers, cargo bermuda pants and new work jackets in mixed materials, paired with midi skirts. There are also fluid dresses and sets with matching cargo skirts, wide shirts paired with denim, and V-neck knit tops with contrasting stripes that add a preppy touch.

The collection also features structured and clean-lined outerwear, as well as precious materials and details, such as a monochromatic tweed and 3D floral effects, while in terms of fabrics, 'lightness' is offered by transparent lace, organza and wrinkle-resistant linen, for shirts in cotton featuring the print "Good things are coming".

Last but not least, sophisticated washed denim. The colors gently fade into each other, while striped patterns, fruit-themed prints and a palette inspired by sea and sunset tones endow the collection with a decidedly summery feel.

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