

S I S L E Y

The K Code Launch Party - Sisley K

Rome, May 20, 2025 - The Sisley K store at Via Frattina 113 in Rome hosted a special 'K Code Launch Party' for the new Sisley K collection, the brand's premium line, which debuted officially on April 18 and is available also online at it.sisley.com.

Designed in Seoul by a team of Korean creatives, Sisley K is a collection created for a young, sophisticated woman with a distinctive and contemporary style, a blend of sartorial details and hints of urban minimalism.

The first Sisley K store, an absolute novelty for the brand, is an immersive and magnetic space. Transcending the traditional concept of a point of sale, it transforms into a retail area where people are invited to immerse themselves in an authentic and refined atmosphere to discover the collection.

The launch party at the store - entirely painted in Klein Blue, the emblematic colour of Sisley K - reconciled the intimate space of the boutique and the visual-experiential intensity, thanks to K-pop fanbase dynamics, a mystery game, and styling content that - also through social media - narrated the style and identity of the brand. Klein Blue served as the common thread of all the installations, applied also to scenic details and catering, so as to unify and strengthen the visual message of the event and Sisley K.

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