

S I S L E Y

SISLEY K RAISES THE CURTAINS IN FLORENCE FOR PITTI IMMAGINE UOMO

*The Korean collection makes its debut at the Via Roma store with windows
inspired by Klein Blue*

Florence, 17/06/2025 - Following the success of "The K Code Launch Party" held in Rome on May 19, the Sisley K collection arrives in Florence for the 108th edition of Pitti Immagine Uomo, the leading international menswear event, being held June 17 - 20.

The Sisley store at Via Roma 11/R - 13/R will host the collection, designed in Seoul by a team of Korean creatives. Aimed at young and sophisticated women, the range blends essential tailoring with urban minimalism, reinterpreted through an international lens.

The store windows feature Klein Blue, a signature colour of the brand that serves as a common 'visual' thread of the project.

The store will continue to enhance the Sisley K universe through a dedicated permanent area, accessible even following the days of Pitti Immagine Uomo. The collection - available in selected stores and online at it.sisley.com - will be enriched during the season with the introduction of new items consistent with Sisley K identity and aesthetic.

sisley.com

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