

S I S L E Y

SISLEY K LANDS IN THE UK FOR LONDON FASHION WEEK

The premium line from Sisley - designed in Seoul and created for women with a contemporary and sophisticated style - makes its debut on the London scene

Treviso, 15/09/2025 - After Rome and Florence, **Sisley K** makes its UK debut during **London Fashion Week** (September 18-22, 2025).

The Group's flagship store on **Oxford Street**, one of the city's most iconic shopping destinations, will showcase **Sisley K**, the new project created in Seoul by a Korean design team. The collection is aimed at a cosmopolitan woman, blending **essential tailoring** with **urban minimalism** in a modern key.

The Fall collection develops around two style inspirations: **Poetic Romance**, which reinterprets boho elements with a romantic touch to create a fluid and sophisticated elegance; and **Day Traveler**, a versatile and practical everyday wardrobe designed for today's modern, dynamic woman.

For the occasion, the Oxford Street store's large windows will be transformed into a digital installation: full-height arch screens will display content celebrating International Blue Klein and its connection with the Sisley K universe. The experience will continue inside the store, with an area dedicated to Sisley K on the ground floor which will remain open after the conclusion of London Fashion Week.

Sisley K is part of a broader international expansion project which will see the launch of new dedicated corners inside Benetton Group stores, starting with key locations, including Rome (Cola di Rienzo), Milan (Corso Buenos Aires), Verona, Bologna, Bolzano, Palermo, Venice, and the OrioCenter mall at Bergamo's Orio al Serio international airport.

The collection is available in selected stores and online at **sisley.com**.

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