

**Sisley chooses innovative artist Aitor Saraiba for a "fiery"  
live artistic collaboration for the a/w capsule collection  
preview for Pitti Immagine 2013.**

An intriguing, carefree vision of fiery creativity. This is the vision of Spanish artist Aitor Saraiba, 30, the star of two evenings of in-store events at the Sisley store in Via Roma, Florence, for the upcoming 2013 Pitti Immagine show.

In a historic city famous for its crafting of nappa and leathers, Sisley launches its new capsule collection through special window displays dressed, with Saraiba's hallmark inventiveness, in colourful abstract flames and almost naïve script motifs and drawings. *Hecho con Fuego* is a live performance that the artist presents in the Sisley store on the evenings of Monday 17 and Tuesday 18 June, when he will personally customise a limited edition of leather accessories with his special effects: red-hot tools, pyrography and incandescent prints.

That's not all. Saraiba is also known for his evocative illustrated pottery, sold from Los Angeles to Porto, Manchester to Mexico and decorated with flame-filled, cheerful cartoon-like illustrations. A special collection of his pottery, made for this event, will be sold in Sisley's Florence store.

Sisley did not choose Saraiba by chance, its decision is perfectly in line with its concept of style, art and fashion. After the Sisley Art Project curated by Glenn O'Brien, its various partnerships with pop artists and not forgetting artist Jean-Marc Gady's minimal and spectacular installations displayed in the Piazza San Babila store windows in Milan for the last International Furniture Fair, Sisley embraces the unmissable Pitti Immagine fashion event as a new, multidirectional creative showcase.

[benettongroup.com/media-press](http://benettongroup.com/media-press)  
[sisley.com](http://sisley.com)  
[prmilano@sisley.com](mailto:prmilano@sisley.com)

[facebook.com/sisley](https://facebook.com/sisley)  
[twitter.com/Sisley-fashion](https://twitter.com/Sisley-fashion)  
[youtube.com/sisley](https://youtube.com/sisley)