

Sisley K Set for UK Debut at London Fashion Week with Seoul-Designed Collection

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The **Benetton-owned Sisley** brand is set to introduce its **premium Sisley K** label to the UK during **London Fashion Week**, following successful launches in Rome and Florence.

Created in **Seoul by a Korean design team**, Sisley K targets the **cosmopolitan woman**, blending **essential tailoring with urban minimalism** for a modern, sophisticated wardrobe. The autumn collection is built around two inspirations:

- **Poetic Romance:** Reinterpreting boho elements with a romantic touch for **fluid and elegant silhouettes**.
- **Day Traveler:** A **versatile, practical everyday wardrobe** designed for today's dynamic, modern woman.

The **Oxford Street flagship** will host a dedicated Sisley K area on the ground floor, transforming the store into an immersive experience. Large windows will feature **digital installations with full-height arch screens**, celebrating **International Blue Klein** and its connection to the Sisley K universe. This installation will remain open to the public **beyond the conclusion of London Fashion Week**.

Sisley K's London debut is part of a **broader international expansion** with new corners in **Benetton Group stores across Rome, Milan, Verona, Bologna, Bolzano, Palermo, Venice, and Bergamo's OrioCenter Mall**.

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