



## Pitti Immagine Uomo 102:

### SOULLAND is Special Project @ Pitti Uomo 102

**Soulland, the Copenhagen-based brand lead by Silas Oda Adler**, will be presenting its Spring-Summer 2023 collection at Pitti Uomo with a fashion show-event in a location that has yet to be revealed.

Silas Oda Adler and his team will bring their vision to Pitti Uomo for a special runway show in the city of Florence.

“I’m super excited and honored to show at Pitti Uomo - **says Silas Oda Adler, founder and creative director of Soulland** -. The renaissance city of Florence is a tremendously beautiful setting and contrast to our Copenhagen roots. The historical importance of Pitti Uomo speaks loud and clear with its combination of heritage and tradition, while always pushing for a new and relevant agenda within menswear. It’s exactly somewhere between this timelessness and the effort for a new responsible agenda that you will find Soulland.”

#### BIO

With design principles and aesthetics rooted in curiosity and research, Soulland produces high quality womenswear and menswear characterized by timelessness, contrast and an environmental conscience.

Soulland was founded in Copenhagen, Denmark in 2002. Through Soulland, Silas Oda Adler, founder and Creative Director and Jacob Kampp Berliner, CEO, present their take on the contemporary fashion brand. Through its global network, Soulland strives to push fashion forward by promoting open-mindedness, responsible production, and freedom in creativity.

Throughout the years Soulland have collaborated with brands, stores and artists such as Nike, Playboy, André, Colette, Olafur Eliasson, Li-Ning and many more.

In November 2020, Soulland published its first annual paper discussing the brand's initiatives within responsibility and sustainability. The paper was followed by a second release in November 2021. The aim of the annual responsibility paper by Soulland is to be transparent – both in areas where the brand excels and where Soulland need to improve.

Read [more](#) about Soulland's dedication to sustainability.

Pitti Immagine srl  
Via Faenza, 111 - 50123 Firenze  
T +39 055 369 31  
F +39 055 369 32 00  
[www.pittimmagine.com](http://www.pittimmagine.com)