



Plan C is expanding its offering with a menswear capsule to debut with the Spring Summer 2025 season.

Carolina Castiglioni, Creative Director of Plan C, created a wardrobe of staple pieces infused with her very personal and distinctive fashion aesthetic. Intuition, feelings and passion are the ingredients of a formula that seamlessly combines contrasting forces. Classic and high-tech, masculine and feminine, discreet and bold – everything finds a balance in a look transcending seasons and genders to amplify and exalt the unique personality of every individual who wears Plan C.

For the launch, the brand developed a mini wardrobe of summer pieces including ten looks completed with accessories, a tote bag, a backpack and two sandals.

In keeping with the spirit of the brand, fabrics were carefully selected. They include fresh cotton poplin in solids tones or striped patterns; lightweight textured cotton in joyful shades of jade green and sky blue; technical materials for pants and the outerwear pieces; a water-resistant coated fabric with a liquid effect; raw cotton for pants; lightweight wool for the tailoring pieces; jersey and knits.

Since the first Plan C's collection, the designer strongly looked at suiting, utilitarian garments and functional pieces that she successfully revisited with a feminine touch for a modern idea of tailoring, creating a versatile and practical wardrobe for empowered women. With this new project, the designer walked the opposite path, starting from women's styles to develop men's garments.

Creating a men's wardrobe seemed to be the most natural evolution for a brand committed to offer individual and modern collections. Carolina deep dived into Plan C's archives to give new life to carryover items re-designed with men's proportions in mind.

The same fabrics and shapes were introduced in the women's and men's collections, blurring the lines between genders.

Garments and accessories are all conceived as items part of an ideal wardrobe, expanding season after season with new ideas and inspirations.

Mixing sportswear, tailoring and utility references, she develops long-lasting garments, becoming the uniforms of authentic, powerful and determined individuals.

Plan C's first men's collection will be presented at Pitti Immagine Uomo, running in Florence June 11-14, as one of the trade show's special events.

A special presentation event dedicated to press and buyers is scheduled for Tuesday, June 11, from 12:00 to 3:00 pm.