



## Announcement #1

**PITTI IMMAGINE presents SETCHU.**

**Satoshi Kuwata, with his brand SETCHU, will be Guest Designer of Pitti Immagine Uomo n.107**

**Satoshi Kuwata**, Founder and Creative Director of **SETCU**, will be Guest Designer at the next edition of **Pitti Immagine Uomo n.107** (Florence, 14-17 January 2025). For the occasion, the winner of the *CNMI Fashion Trust Grant 2023* for independent designers and the *LVMH Prize for Young Fashion Designer 2023* will hold his first show in Florence, at a location that will be announced later.

*"Over the years, for the Pitti Uomo program – says **Lapo Cianchi, director of communications & events at Pitti Immagine** – we have become passionate about researching the great masters and innovators of Japanese fashion. Today we continue to get to know and promote the new generation of designers who propose an original vision of menswear, in the border territories between art, fashion and haute couture. For this reason, it was a natural choice to celebrate, in January, the work of **Satoshi Kuwata**. In Japanese, the name SETCHU defines an equidistant point between Japanese and Western culture: different worlds that Kuwata puts next to each other and stimulates dialogue with tenacious eclecticism in the name of the contemporary. I am sure that the event conceived for the next Pitti Uomo will also represent an interesting novelty compared to previous presentations".*

*"I am honored and excited to present the first SETCHU show at Pitti Uomo this coming January. I look forward to unfold my collection and share it with such a knowledgeable audience. I will be working on the concepts of versatility, timelessness, craftsmanship and functionality that are so meaningful to me to create something truly special, and although there's a lot to do, I can't wait to be there in a few months. I'm deeply grateful to everyone at Pitti Immagine for this opportunity." – **Satoshi Kuwata***

### SETCU \_ BRAND MANIFESTO

The brand represents the blending of Japanese and Western concepts - the compromise between two cultures: in SETCHU, the essence of each recognizable element is merged to create something previously unseen: its DNA is as simple as this. Drawing inspiration from classic objects, SETCHU creates simple yet functional garments through a fusion and this design ethos is applied across fashion and lifestyle essential products. Timeless. Craftmanship. Tailoring. Functionality. Travel. These few strong concepts enclose SETCHU's philosophy where classic archetypes of the wardrobe - jackets, pants, shirts, dresses - are reinterpreted through a technique inspired both by Origami pleating and Kimono making; through unexpected folds, the SETCHU garments can be stored perfectly, ready to travel. SETCHU minimalistic sensibility, combined with high-level craftsmanship and careful attention to detail, creates clothing that is enduring and lasting in both style

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and function, so the actual production takes on an essential role as handmade artisanal imperfections give special warmth to the products, through the belief that playful details

only come from handmade goods. The concept of unisex and interchangeability between the genders is the main focus of SETCHU branding. "Mottainai" 勿体ない is a Japanese concept expressing a sense of regret over waste, and it is used by environmentalists to encourage people to "reduce, re-use and recycle". SETCHU uses eco-friendly fabrics from sustainable factories, sometimes even recycled. The goal is to create something modern as well as long-lasting pieces.

#### SATOSHI KUWATA \_ FOUNDER AND CREATIVE DIRECTOR

Satoshi Kuwata has extensively traveled Japan and the world, gathering unique know-how on many different visual traditions. Having lived in Kyoto, Paris, Milan, London, and New York, he developed a unique approach to chic, permeated with a profound knowledge and respect for different cultures and kinds of craftsmanship in all their shapes and forms. He is the perfect embodiment of SETCHU's style philosophy: dressing with substantial doses of refinement whatever the context. His taste has been sharpened by years at both the helm of international design studios and in his roles as a creative director. A career that saw him working with Givenchy, Edun, Kanye West, and Gareth Pugh - while developing an eye for sharp tailoring at institutions like H. Huntsman and Sons on Savile Row in London. A fishing enthusiast, he will dress with the same spirit whether in a studio in Milan or when fishing in Gabon. Satoshi Kuwata is the recipient of the 2023 LVMH Prize. In 2024 he collaborated with Davies & Son to create a bespoke collection, presented in Venice during the opening of the Art Biennale.

As of today, SETCHU presents its collections during Milan Men's Fashion Week.

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