



Announcement #4

JiyongKim **Special Guest at Pitti Immagine Uomo 110**

The program of special events at **Pitti Immagine Uomo 110** (Florence, June 16–19 2026) is enriched by another exciting name.

In June, **Special Guest** will be **JiyongKim**, the brand bearing the name of South Korean designer **Jiyong Kim**, already acclaimed by international critics after standing out among the top talents at the 2024 LVMH Prize. During Pitti Uomo, **JiyongKim** will present his vision through a project-event concept conceived exclusively for Florence and staged in his distinctive style at the Fortezza da Basso at the Magazzino 07. In addition, a special presentation is scheduled in the calendar for **Wednesday the 17th at 12:00 PM**. The special event is supported by the **Fondazione Pitti Discovery** and the **Korea Creative Content Agency**.

"Being invited as a special guest at Pitti Uomo this coming June is both an honor and a meaningful moment for us. At **JiyongKim**, we do not see clothing as a fixed result, but as something that evolves through time and exposure. Our "Sun-Bleach" process allows natural forces to shape each piece, leaving behind marks that cannot be controlled or replicated.

For this project, rather than presenting a single moment, we are interested in creating an exhibition where garments, space, and time can unfold together. Moving away from a traditional runway format, we aim to offer a more immersive and layered experience.

Through this exhibition, we hope to present work that continues to respond to its surroundings and remains open to change over time." – **Jiyong Kim**

"Our interest in JiyongKim's work began almost as soon as he debuted," - **says Francesca Tacconi, Pitti Immagine Special Events Coordinator**, "but has since consolidated in recent seasons, thanks to the originality of his reflections on fashion and the method he adopts in designing his garments. His style ranges from technical experimentation to a refined play of contrasts, from "Sun-Bleach" to sophisticated pattern making. We felt it was important to bring to Pitti Uomo his fresh approach to materials' second life, in relation to the incessant flow of time: each garment is conceived as a mechanism in a sustainable yet unrepeatable natural cycle, an authorial intervention that transforms vintage fabrics and garments into unique pieces, with signs of transience and subtle references to the climate crisis. Jiyong Kim's is therefore an artistic and slow fashion ideology, which exalts the authenticity of experience and transforms it into beauty."

About JiyongKim

JiyongKim is a brand that challenges the conventions of fashion through an experimental and rebellious perspective, exploring an unprecedented aesthetic. Alongside its signature 'Sun-Bleach' technique, the brand continues to create one-of-a-kind garments through distinctive pattern work and experimental silhouettes. JiyongKim's design does not remain at the level of surface expression. It is grounded in an in-depth study of the human body and garment structure, resulting in dimensional pattern work. The experimental silhouettes

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developed through this process evolve organically with the movement of the wearer, offering a sculptural sensibility while maintaining the practicality inherent to menswear.

At the core of the brand lies a philosophy centered on the discovery of value in what was once considered faded and without worth. The signature 'Sun-Bleach' process eliminates chemical treatments, relying solely on the forces of nature. Over the course of several months, fabrics are exposed to sunlight, wind, rain, and snow, allowing natural fading and weathering to emerge. These traces of nature create nuanced tones and unique textures. Beyond a technical method, this process overlays the marks of time onto precisely constructed silhouettes, embodying a thoughtful exploration of sustainability shaped by nature and time.

This experimental spirit, rooted in Director Jiyong Kim's long-standing research and archival study of garment, is also reflected in the brand's mode of communication. JiyongKim has consistently departed from traditional runway formats, instead adopting exhibitions and installations. This approach allows the brand to move beyond presenting garments as finished products, and to communicate its conceptual depth and expansive potential in a more immersive way.

In particular, the temporal nature of the 'Sun-Bleach' process and the structural aesthetics of the garments find greater resonance within an exhibition format—where the viewer's experience unfolds over time—rather than in the fleeting moment of a runway presentation. JiyongKim extends its expression beyond clothing into artworks, structures, and spatial compositions, positioning not a fixed outcome, but the process and transformation itself as the essence of the brand.

For this project, JiyongKim once again adopts an organic and dynamic installation format. Visitors move beyond passive observation, engaging with the brand through time and space, and encountering the layered narrative that defines JiyongKim.

By combining innovative pattern construction with the aesthetics of nature, JiyongKim continues to explore new modes of expression. Through this presentation, the brand once again proposes a compelling discourse within contemporary menswear.