

# PROMAS



**Hervé Huchet**

*PROMAS International  
director*

“At **Pitti Uomo** this season, **PROMAS** leads a delegation of more than **20 French brands**: a vivid panorama of what menswear is today: innovative, responsible, irreverent, or revisiting Parisian chic through new codes. This collective expression reflects the vitality of the French men’s fashion scene, where craftsmanship, experimentation and cultural dialogue intersect.”

## MUSEUM GARMENTS

presents its first collection where  
utilitarian design meets luxury  
sensibilities.

