

# PROMAS



**Hervé Huchet**  
*Promas International's*  
*director*

“At **Pitti Uomo** this season, **Promas** leads a delegation of almost **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 (a) GARMENTS

presents its new collection where utilitarian design meets luxury sensibilities.

