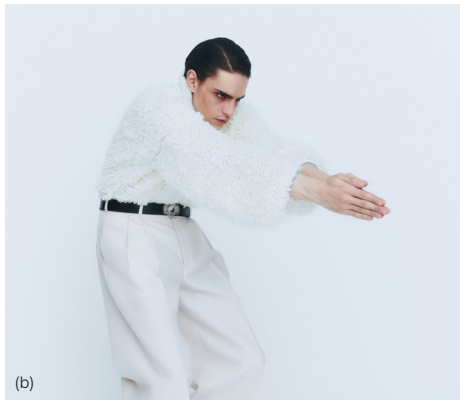


Among the newcomers invited this season are **MUSEUM GARMENTS** and **CACHI**, two singular voices expanding the vocabulary of French menswear.



CACHI (b)

is distinguished by its refined silhouettes and tactile sensibility.



French Federation for men's fashion stands as a catalyst for new talent and a strategic engine for international development. Bringing together designers, brands and industry players, the federation champions a vision of **French menswear** that is both rooted in heritage and unapologetically forward-thinking. Its mission spans support for export growth, and the promotion of a distinct French perspective on contemporary menswear.

All french brands can be found at www.promaslist.com

