

CATCHING PITTI'S DRIFT

Given its current upwards trajectory, Post Archive Faction (PAF) didn't need a monumental show to prove its mettle – though it certainly didn't hurt. *Prestige* reports from Pitti Uomo in Florence, where the buzzy South Korean label was invited as guest designer.

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Models backstage before the show

It wasn't until Post Archive Faction (PAF) co-founder Dongjoon Lim travelled to Europe at the age of 21 that he saw his first Picasso. Born and raised in Seoul in the pre-internet age, he'd had little access to important art and architecture.

That experience served as inspiration for the name behind the brand, which in June became only the second South Korean label invited as a guest designer by the Florence-based menswear trade show Pitti Uomo. "Today, because of the internet and social media, our generation has access to so many beautiful archives," explained Lim at a preview ahead of the show. "From art to fashion and cinema, we can access everything anywhere. And so we wanted to create the archive of the future."

Established in 2018 by Lim and head of product Sookyo Jeong, PAF has made remarkable strides since, with a flagship store

in Seoul's Jung-gu district and revenues last year of US\$5 million. In a post-streetwear-dominated market, its take on technical urban wear and innovative design construction has helped amass a loyal local following as well as custom from the likes of Kendrick Lamar and ASAP Rocky.

The brand doesn't spend much on marketing, which makes sense. Its beauty lies in the focus on fabric, construction and avant-garde twists to everyday wear that are thrilling to witness up close. In 2021, the brand was named an LVMH prize semi-finalist and has executed successful collaborations with Off-White and, recently, Swiss footwear brand ON, which sold out within a day.

This all makes PAF's momentum – along with other homegrown South Korean labels increasingly capturing the fashion world's regard – difficult to ignore. "For several

seasons now at Pitti, we've been paying particular attention to the culture and aesthetic of South Korea," explained Lapo Cianchi, Pitti Immagine's director of communications and events. "It's a growing market, highly significant for Italian fashion and for the fair, but also a fertile ground for scouting the new generation of fashion designers and young creators who stand out for their versatility and ability to connect different artistic languages and disciplines."

Pitti Uomo has long prided – and proved – itself to be a step ahead in menswear and its ability to predict fashion's next big thing. Its guest-designer programme, which began in the early '90s, helped launch the careers of fashion greats such as Jonathan Anderson, Rick Owens, Yoji Yamamoto and Dries Van Noten. An invitation to guest design at Pitti Uomo is far more than mere brand-building opportunity – it's an endorsement from the



Looks from Post Archive Faction (PAF) spring/summer 2026



Post Archive Faction excels in avant-garde twists to everyday wear

largest and most important menswear event worldwide.

Despite initiatives that have grown the fair's outreach and international scope, including sections dedicated to emerging brands from China and Korea, Pitti has never quite shaken off a reputation for specialising in classical tailoring. Which is perhaps all the more interesting a proposition for a brand like PAF.

Asked if South Koreans are interested in tailoring, Lim replied, "As Koreans we're always trying to escape from uniforms. I've spent more than half my life in uniform – from middle school to high school and during military service – so from my experience Koreans are trying to escape from that very specific structured clothing.

"Pitti is one of the most classic menswear events on the planet. I didn't really know about classical clothing, I didn't study fashion, I don't even have a tailored suit in my closet, so for this beautiful chance we just tried to explore more of the classic side of menswear. That's the spot we met with Pitti and PAF," said Lim backstage.

Held in Florence's vast abandoned railway station Stazione Leopolda, PAF's spring/

summer 26 show, named "Drifters", was based on the idea of label's founders drifting through their archives to explore new moments of creativity. Models emerged as dark silhouettes from a glowing yellow-orange backdrop; as they moved, sand cascaded from the ceiling to the create pools on the floor. Lim said he wanted to evoke the feeling of "tides along the shoreline, not bound by fixed direction". Bringing home the message, models had sand in their hair and even faces, with some walking barefoot or carrying their shoes as if stranded on a beach.

"I don't like hot weather," said Lim of the collection's starting point. It's not easy to find cool and lightweight clothing for spring/summer that's very classic but at the same time practical."

Rendered in the brand's signature light and dark colour palette, the 35 looks mostly comprised deconstructed tailoring and ultra-light fabrics. While spring/summer shows can often lean into holiday wardrobe territory, the collection's brilliance lay in creating heatwave-appropriate attire for urbanites without a short hemline in sight – and proving trenches and bomber jackets can be a part of that lexicon too.



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*Right: Dongjoon Lim takes a bow.
Below: PAF’s spring/summer 2026 collection*

Alongside a parade of airy pyjama suits in black came parched linen trousers and undone zip-up shirts in dusty white, while a light grey suit was reimagined in thin towelling. In one look, a white shirt and tie became swelter appropriate, with the shirt cut out to a crochet-like effect.

Also on display was the designer’s signature ability to add twists to familiar pieces: a couple of blazers came with cut-out details on the shoulders and hemlines, a simple button-up shirt was reimagined with fringing for the collar, and a vinyl two-piece jacket and trousers proved a sleek take on summer evening wear. The shoes were pretty smart too: light suede desert boots, lace-up brogues, and patent Chelsea boots were designed by the brand’s footwear team in Seoul, where Lim noted they’re putting more emphasis on classical styles.

If the brand was hoping for a grand finale, they surely achieved it. Models walked out to the menacing sounds of Colin Stetson’s “Reborn”, originally created as the soundtrack for the horror movie *Hereditary* and has been described by netizens as sounding like “a sunrise in hell”. Were we drifting? Perhaps we were. 📺

