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FROM SICILY TO LONDON: PIER SICILIA ANNOUNCES UK LAUNCH WITH AGENT N

The Italian luxury men's swimwear and resortwear label expands its UK presence following international retail and luxury hospitality success.

LONDON — NOVEMBER 2026

From the sun-soaked shores of Sicily to luxury shopping and hospitality destinations around the world, PIER SICILIA has built an international presence through its distinctive approach to men's swimwear and resortwear.

The Italian label is now expanding its British market activity, appointing luxury PR and commercial consultancy Agent N to lead UK editorial positioning, retail relationships and market development.

Founded by Pierfrancesco Virlinzi, PIER SICILIA combines Mediterranean elegance with Italian craftsmanship, original prints and a highly individual approach to resort dressing.

FROM CAPRI TO MIAMI, ISTANBUL AND LOS ANGELES

The brand's international stockists and partners include Farfetch, Wolf & Badger, Jaune Istanbul in Turkey, and Lost & Found in Hollywood and Santa Monica, Los Angeles. Its hospitality and destination retail presence includes Hotel La Palma in Capri and CURIO at Faena Bazaar in Miami, alongside luxury hotel placements globally.

These relationships give PIER SICILIA a compelling foundation for further UK growth, connecting the label with discerning travellers, luxury consumers and independent retail audiences.

ORIGINAL PRINTS. MADE IN ITALY.

Made in Italy, PIER SICILIA's collections reflect a commitment to considered production, craftsmanship and distinctive design. The brand creates its own original prints, drawing inspiration from Sicily's rich visual culture, colour and Mediterranean landscape.

Its men's swimwear is designed to move naturally between the beach, poolside and resort — expressive yet refined, with an unmistakably Italian point of view.

A PERSONAL STORY BEHIND THE BRAND

The label's identity is informed by the founder's family history and the effortless style of his grandfather, whose appreciation of travel, sport and elegance helped inspire its aesthetic. Its designs have also been worn by founders of brands admired by PIER SICILIA, reflecting a growing circle of creative supporters.

A CONSIDERED UK EXPANSION

Agent N will develop carefully selected editorial introductions, relationships with premium independent retailers and department stores, and opportunities across the luxury travel and hospitality sectors.

Nikesh Patel, Founder of Agent N, comments:

“PIER SICILIA has something you cannot manufacture overnight: authenticity, personality and a genuine sense of place. From Miami and Los Angeles to Capri and Istanbul, its collections are already reaching some wonderful retail and hospitality destinations. We’re excited to build on that international story in Britain, introducing beautifully made Italian swimwear with original prints, strong provenance and a distinctive identity.“

ABOUT PIER SICILIA

Founded by Pierfrancesco Virlinzi, PIER SICILIA is an Italian luxury men’s swimwear and resortwear label inspired by Sicilian heritage, Mediterranean living and timeless Italian style. Its collections feature original prints and Italian craftsmanship.

BRAND INFORMATION

Website: https://www.piersicilia.com

Instagram: https://www.instagram.com/pier_sicilia

ABOUT AGENT N

Agent N is a UK-based luxury PR, wholesale representation and commercial growth consultancy working with fashion, lifestyle and design brands internationally. Built on access that takes decades to earn.

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