

PHILIP KARTO — CLOTHING COLLECTION 27

NOT FOR EVERYONE

1. Collection Title

Not for Everyone — Tranoï 2026 Preview

A first ready-to-wear proposal conceived as a natural extension of the Philip Karto universe: a selective, direct and quietly luxurious collection, designed for those who recognize the difference without needing it to be explained.

2. Creative Concept

Not for Everyone is not a slogan. It is a position.

The collection is rooted in a high-end streetwear vision where apparent simplicity reveals careful work on proportions, materials and details. The pieces are not designed to please everyone. They express restraint, confidence and distinction.

The central idea is built around a minimal, strong and identifiable wardrobe: elongated cuts, controlled volumes, premium materials, a restrained palette, and statement pieces inspired by American sports codes, reworked through a more exclusive lens.

The collection speaks to customers who love streetwear but reject the obvious. Customers looking for rare, well-constructed pieces that can exist within a luxury wardrobe without losing their urban energy.

Philip Karto

3. Brand DNA

Philip Karto develops a visual language based on transformation, exclusivity and singularity. After building its identity around reinterpreted iconic leather goods, the brand is now extending its territory into clothing.

This first ready-to-wear capsule retains the same principles:

- Unapologetic exclusivity
- Pieces with strong personality
- Premium construction
- Streetwear and contemporary luxury references
- Controlled European production
- Selective details, never decorative

The collection does not seek demonstration. It prioritizes presence, cut, material and attitude.

4. Color Palette

The palette is intentionally restrained to reinforce the clarity of the collection and the brand's visual identity.

Black

The central color of the collection. Deep, direct and urban. It gives the pieces a more graphic and radical dimension.

Off White

A brighter, softer alternative conceived as a natural contrast to black. It brings a more premium, calmer, almost editorial dimension.

This black / off-white opposition creates a strong foundation that is easy to merchandise, suited to wholesale buyers and consistent with a high-end positioning.

5. Materials and Manufacturing

The collection emphasizes noble, durable and sensory materials, with European production in Portugal.

Organic Supima Cotton

Used for premium jersey pieces. A soft, stable and durable material with a superior hand feel and excellent long-term shape retention.

Washed Cotton

Brings a more lived-in, authentic texture, with an already patinated appearance without losing sophistication.

Technical Polyester Mesh

Used for pieces inspired by American sports: the US Football Shirt and Basketball Shirt. It preserves the visual energy of sportswear while allowing for a more premium cut.

Lambskin, Wool and Cashmere

Featured in two specific leather pieces, these materials introduce a higher level of sophistication and anchor the collection within luxury ready-to-wear.

Made in Portugal

A strategic choice to guarantee quality, consistency, finishing and credibility with international buyers.

6. Silhouettes

The silhouettes are elongated, clean and contemporary.

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The round-cut tee becomes a signature piece: more constructed than a basic, more identifiable than a classic tee. The elongated cut creates a more fashion-forward, vertical line, suitable for layering or wearing on its own.

The essential hoodies retain a minimalist approach, with comfortable yet controlled volumes. They are designed as permanent pieces capable of existing beyond a single season.

The sports pieces — US Football Shirt and Basketball Shirt — introduce stronger visual tension. They connect the Philip Karto universe to international streetwear culture, but in a rarer, more edited and less commercial interpretation.

7. Key Collection Pieces

Long Round-Cut V-Neck Tee — Not for Everyone

Available in black and off white.

A central piece of the collection, built around an elongated cut and fluid line. The V-neck gives it a more mature, fashion-forward and less basic feel. It is an attitude piece, easy to integrate into a premium wardrobe.

Long Round-Cut Classic-Neck Tee

Available in black and off white.

A more essential version, conceived as a commercial pillar. Minimal, premium and wearable, yet distinctive enough through its length and round-cut silhouette.

Essential Hoodie — Not for Everyone

Available in black and off white.

A premium, understated and desirable hoodie, designed around volume and comfort. It carries the collection's identity without excessive graphics.

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Short-Sleeve Hoodie

Available in black.

A more directional piece between a hoodie, structured tee and layering piece. It brings a more fashion-driven proposition to the collection and creates stronger showroom silhouettes.

US Football Shirt

A statement piece inspired by American football codes. It introduces more graphic and cultural energy while remaining consistent with the brand's exclusive universe.

Basketball Shirt

A recognizable, direct and contemporary silhouette. The piece acts as a bridge between streetwear, sportswear and capsule collection. It is designed to capture attention at the trade show and reinforce the line's international dimension.

Leather Pieces — Lambskin, Wool and Cashmere

Two more elevated pieces raise the overall level of the collection. They add a luxurious, tactile and rarer dimension while remaining aligned with the Philip Karto language: strong materials, visual presence and exclusivity.

8. Target Customer

The collection is aimed at an international clientele attuned to the codes of contemporary luxury and premium streetwear.

It targets:

- High-end concept stores
- Multi-brand fashion and street-luxury boutiques
- Buyers looking for differentiated capsule collections
- Customers already familiar with Philip Karto

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- Collectors of exclusive pieces
- Consumers who value rarity, cut and identity more than trends

The end customer is not simply buying a tee or a hoodie. They are buying discreet membership in a selective universe.

9. Price Positioning

The collection is positioned in a premium segment with a high level of desirability.

Indicative retail prices:

- Long round-cut tees: approximately **USD 180**
- Essential hoodies: approximately **USD 250**
- Short-sleeve hoodie: approximately **USD 210**
- US Football Shirt: approximately **USD 230**
- Basketball Shirt: approximately **USD 210**

This positioning reflects the quality of the materials, Portuguese manufacturing, the brand identity and the ambition to operate within the high-end ready-to-wear market rather than volume streetwear.

The collection should be perceived as limited, edited and selective.

10. Trade Show Storytelling — Tranoï 2026

Tranoï 2026 marks an important step for Philip Karto: the move into a more complete ready-to-wear expression, without breaking from the brand's existing DNA.

The collection is presented as a first structured capsule, designed to test and establish the foundations of a Philip Karto wardrobe: signature tees, essential hoodies, statement sports pieces and premium leather pieces.

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The showroom approach should remain precise and selective. The aim is not to present an overly broad line, but a clear vision: few colors, identifiable cuts, substantial materials and a strong message.

Not for Everyone becomes the guiding thread of the presentation: a collection for buyers able to understand the value of a brand that refuses to dilute itself.

11. Final Message

Philip Karto presents with **Not for Everyone** a first clothing collection built as a premium, minimal and assertive wardrobe.

A collection conceived for the trade show, but designed to live beyond it.

Pieces that appear simple, but are precise in their intention.

A high-end streetwear proposition, European in its manufacturing, international in its language, exclusive in its attitude.

Not for Everyone. Exactly.