



**Symeon Plante : FOUNDER & CEO**



<https://ussatori.com/>

Symeon Plante is the Founder and Chief Executive Officer of Satori Apparel LLC, a modern luxury brand defined by intention, restraint, and elevated self-expression.

Established in 2024, Satori Apparel was conceived as a fashion house rooted in philosophy rather than trend—where design serves as a quiet statement of identity, awareness, and purpose. Drawing from the concept of satori, the moment of awakening, the brand embodies clarity, confidence, and timeless presence.

As CEO and creative visionary, Symeon Plante directs the brand's aesthetic and strategic evolution, ensuring that every garment reflects precision, balance, and meaning. His leadership emphasizes craftsmanship, silhouette, and narrative—treating clothing not as product, but as an extension of the individual who wears it.

Under his guidance, Satori Apparel occupies the intersection of contemporary luxury and mindful living, offering refined essentials that transcend seasons and resist excess. The brand speaks to those who value subtle distinction over spectacle, and intention over noise.

Based in Florida, Symeon continues to lead Satori with a disciplined, hands-on approach—shaping a brand designed to endure, inspire, and quietly command attention in a global fashion landscape.

Symeon is enhancing his knowledge as a former Student of St. Thomas University in Miami and continued onto Florida Atlantic University to complete his degree in Business Marketing and with that knowledge he can enhance his brand. Symeon is a first generation American and with both his parents from the tiny Caribbean island of St. Lucia, he aims to bring his family to the next level from where his parents brought him and his sister.

*Reach Enlightenment*