



**HC**

***FALL WINTER***

***2021/22***

Le culture della scena Underground anni '90 riconoscono nei colori vitaminici e nelle stampe all-over un'identità collettiva attraverso la quale affermare una specifica appartenenza.

Con il suo approccio dirompente e basato su un progetto grafico curato nei minimi dettagli, Australian prende spunto dal movimento Hardcore, dalle fanzine underground e dallo spirito della sottocultura nel suo insieme.

Da questa eredità nasce Australian Hard Court, la linea più sperimentale del brand, che sviluppa capsule collection incentrate sulla riedizione di grafiche storiche e le declina in vestibilità streetwear più attuali.

Nel 2022 A.C. nasce Hardchaelogy Tribe Culture, un concept che si ispira ai "Camuni", una civiltà antichissima protagonista delle straordinarie incisioni rupestri della Valcamonica.

Un itinerario affascinante alla scoperta di un mondo preistorico dalle dinamiche misteriose, fatto di simbolismi e riti propiziatori mai dimenticati e da cui riaffiorano affinità incredibili con la sottocultura contemporanea, intesa come segmento sociale che si differenzia da una più larga cultura di cui fa parte per stili di vita, credenze e visione del mondo.





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**HAROLD CHAELOO GY TRIBE  
CULTURE**

















Hardchaeology Tribe Culture  
a.C. 2022















Australian  
HARD COURT  
MADE IN ITALY

Kangaroo  
HC





Hardchaeology Tribe Culture  
a.C. 2022





















*Australian*

follow us



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