



**SS23
COLLECTION**

Australian Hard Court "CHAOS THEORY"

Fra luci, musica e stile: la collezione per ballare sopra i 180 BPM
Lo spunto creativo per la PE23 viene dall'immaginario delle fanzine e locandine del panorama musicale Hardcore e dallo spirito della sottocultura nel suo insieme.

Grafiche dirompenti, stampe all-over, color block e vestibilità comode sono gli elementi caratterizzanti e distintivi di tutti i gruppi di prodotto.

Grazie al successo della passata edizione, all'interno della collezione viene riproposta una mini capsule composta da hoodie e t-shirt in collaborazione con Uwilldie, il progetto creato da Bufer, al secolo Daniele Attia, designer ufficiale della ultime collezioni HC e famoso writer della scena milanese che attualmente collabora come art director per i maggiori brand di streetwear italiani.

Come si intuisce fin dal nome e dal logo, Uwilldie gioca con gli aspetti e l'estetica del lato più oscuro della vita dei giovani contemporanei: l'alienazione, il rapporto con i nuovi IO digitali, le metropoli, la violenza. Il tutto riproposto in una chiave pop, attuale e dissacrante.

L'esclusiva capsule collection è giocata su un artwork dove l'iconico logo di Uwilldie precipita fra due muri tridimensionali a richiamare il concept della nuova collezione.

Australian Hard Court "CHAOS THEORY"

Between lights, music and style: the collection for dancing above 180 BPM

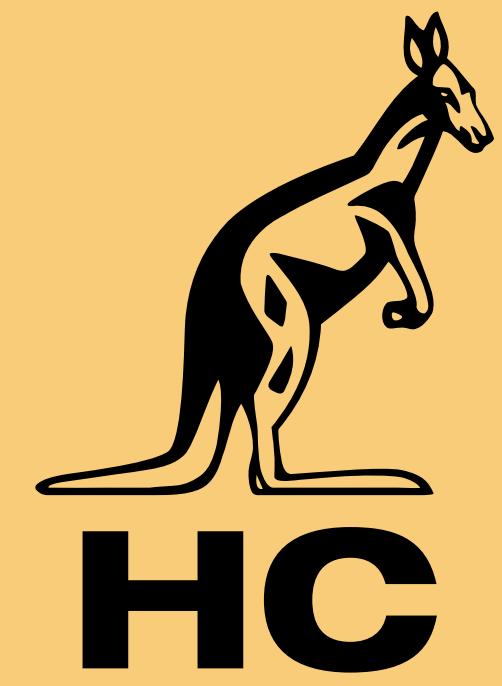
The creative inspiration for SS23 comes from the imagery of the fanzines and posters of the Hardcore music scene and from the spirit of the subculture as a whole.

Disruptive graphics, all-over prints, color block and comfortable fit are the characterizing and distinctive elements of all product groups.

Thanks to the success of the previous edition, is repropored within the collection, a mini capsule made up by hoodies and t-shirts in collaboration with Uwilldie, the project created by Bufer, aka Daniele Attia, official designer of the latest HC collections and famous writer of the Milanese scene who currently works as art director for the main Italian streetwear brands.

Uwilldie plays with the aspects and aesthetics of the darker side of the life of contemporary young people: alienation, the relationship with new digital selves, metropolises, violence. All proposed in a pop, current and irreverent key.

The exclusive capsule collection is based on an artwork where the iconic Uwilldie logo falls between two three-dimensional walls to recall the concept of the new collection.



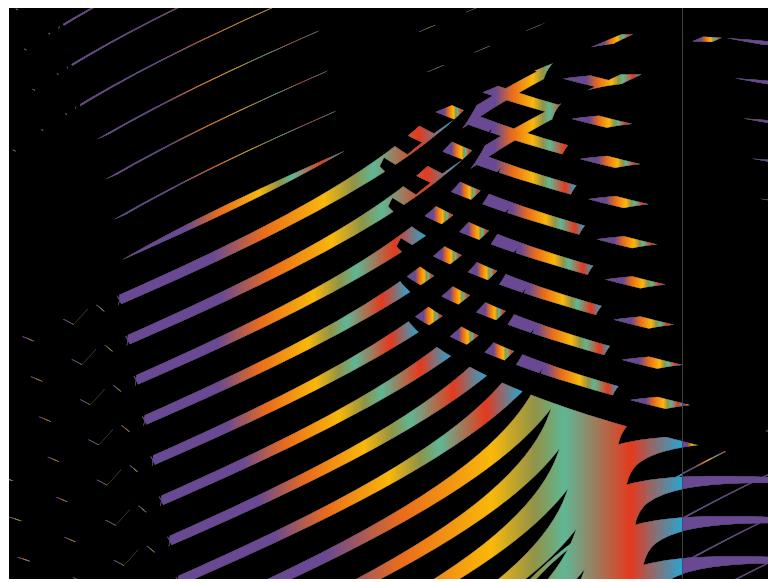
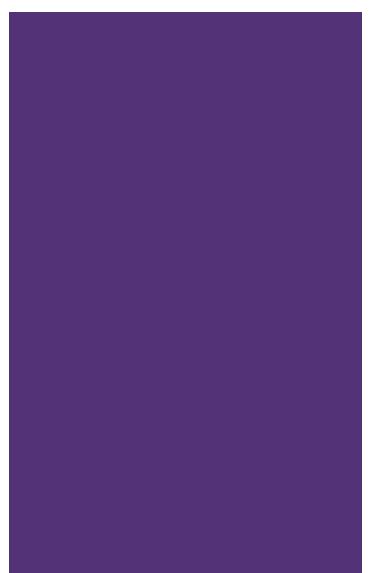
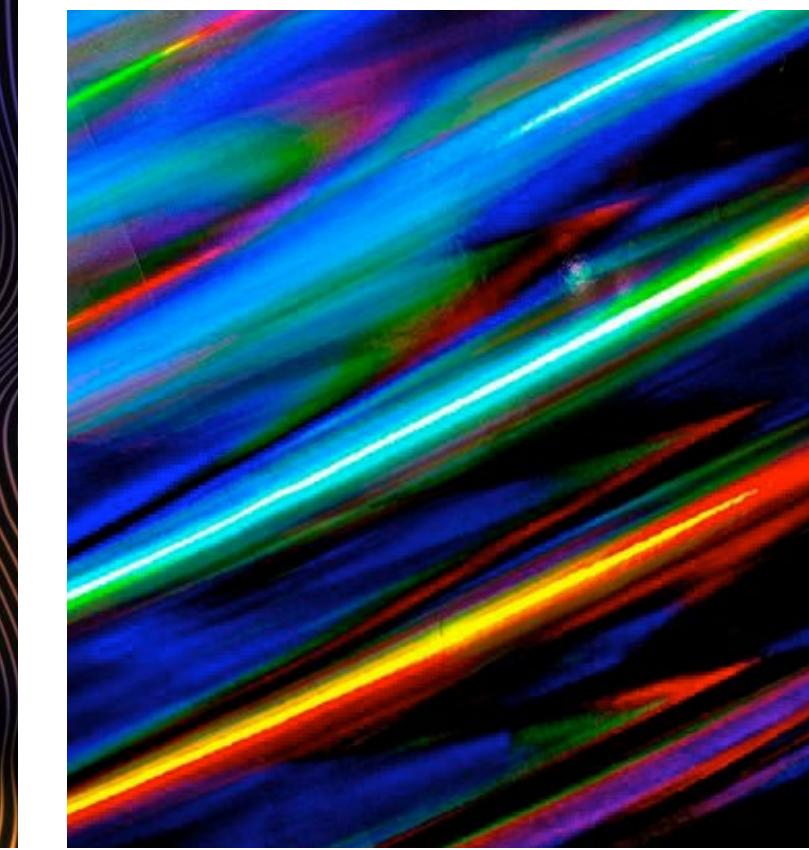
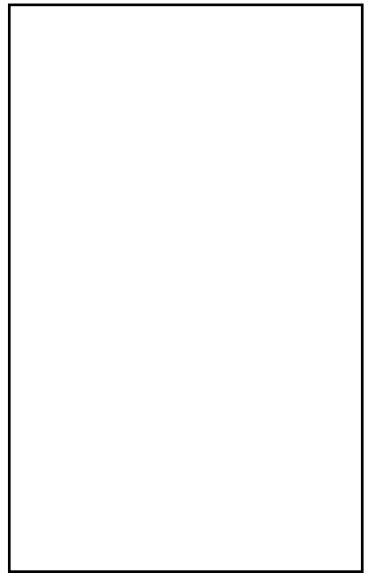
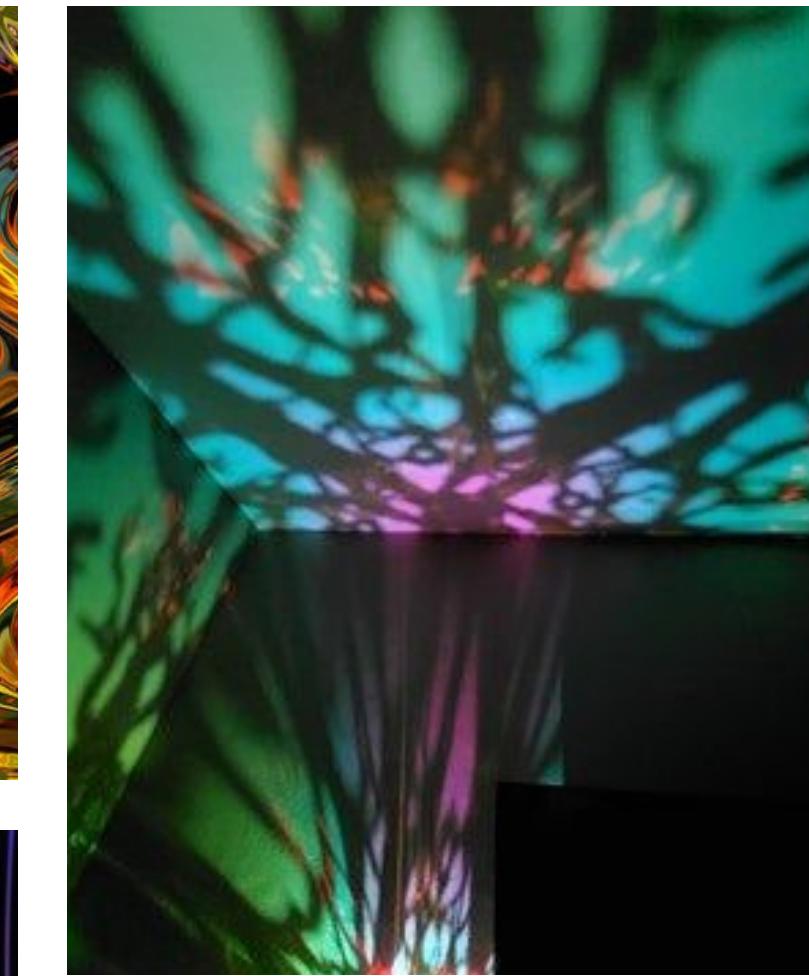
chaos theory



SS23



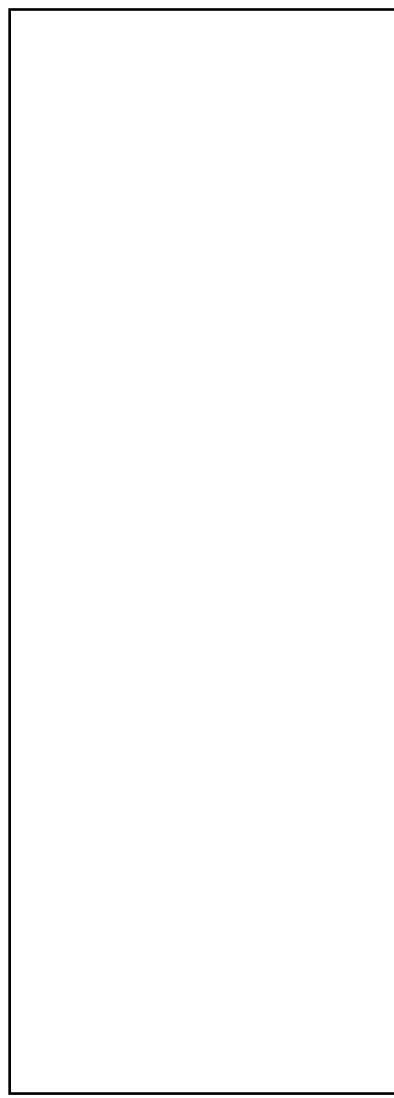
CHAOS THEORY: MOOD AND COLOURS



SS23



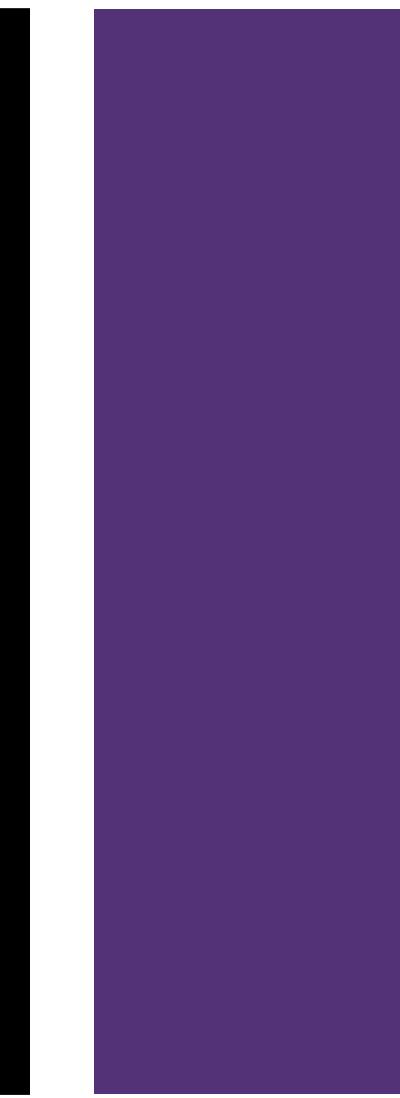
CHAOS THEORY: PALETTE



WHITE 002



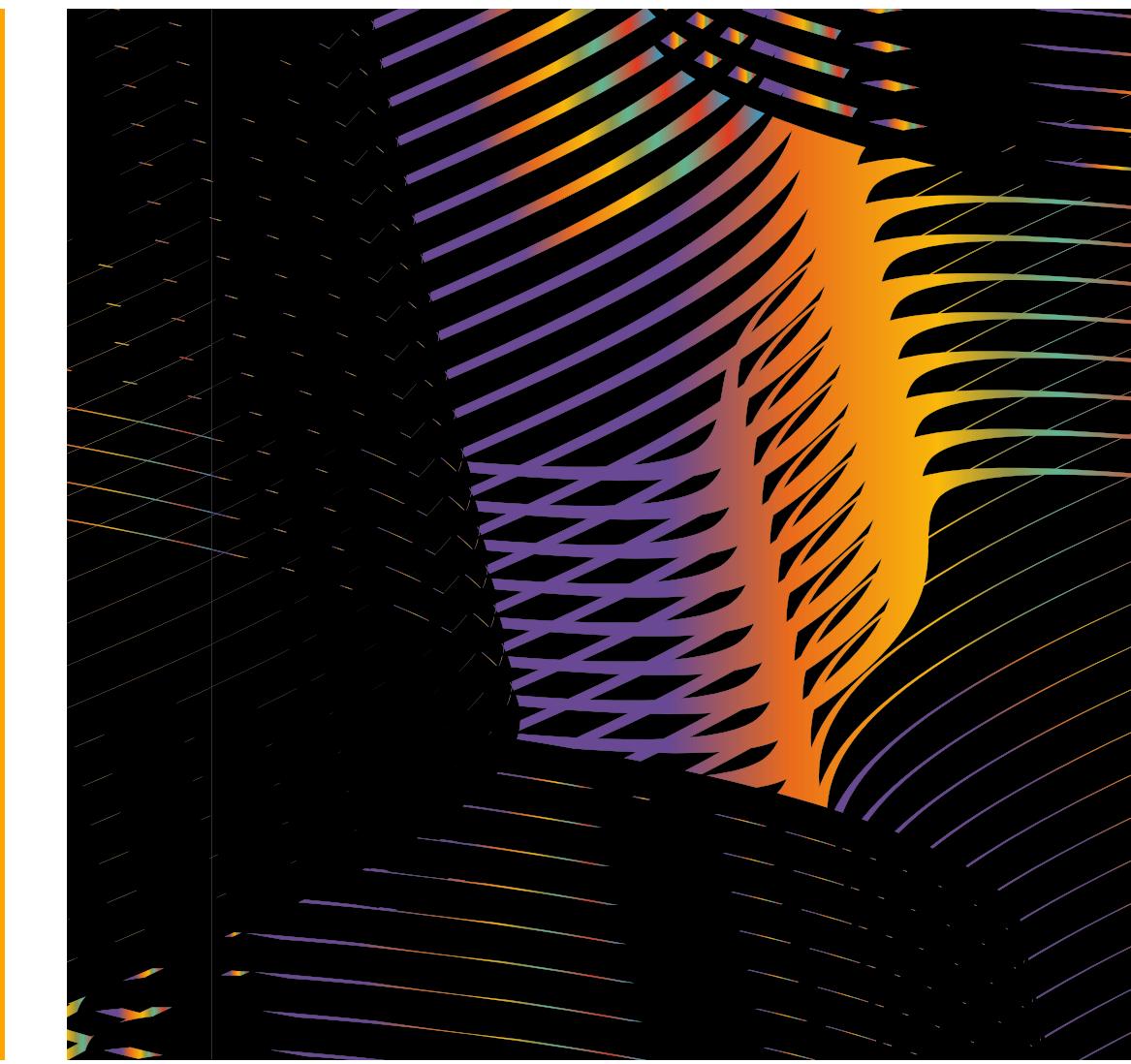
BLACK 003



VIOLET 585
PANTONE 7680C



SUNFLOWER 425
PANTONE 137C



CHAOS ALL OVER

SS23



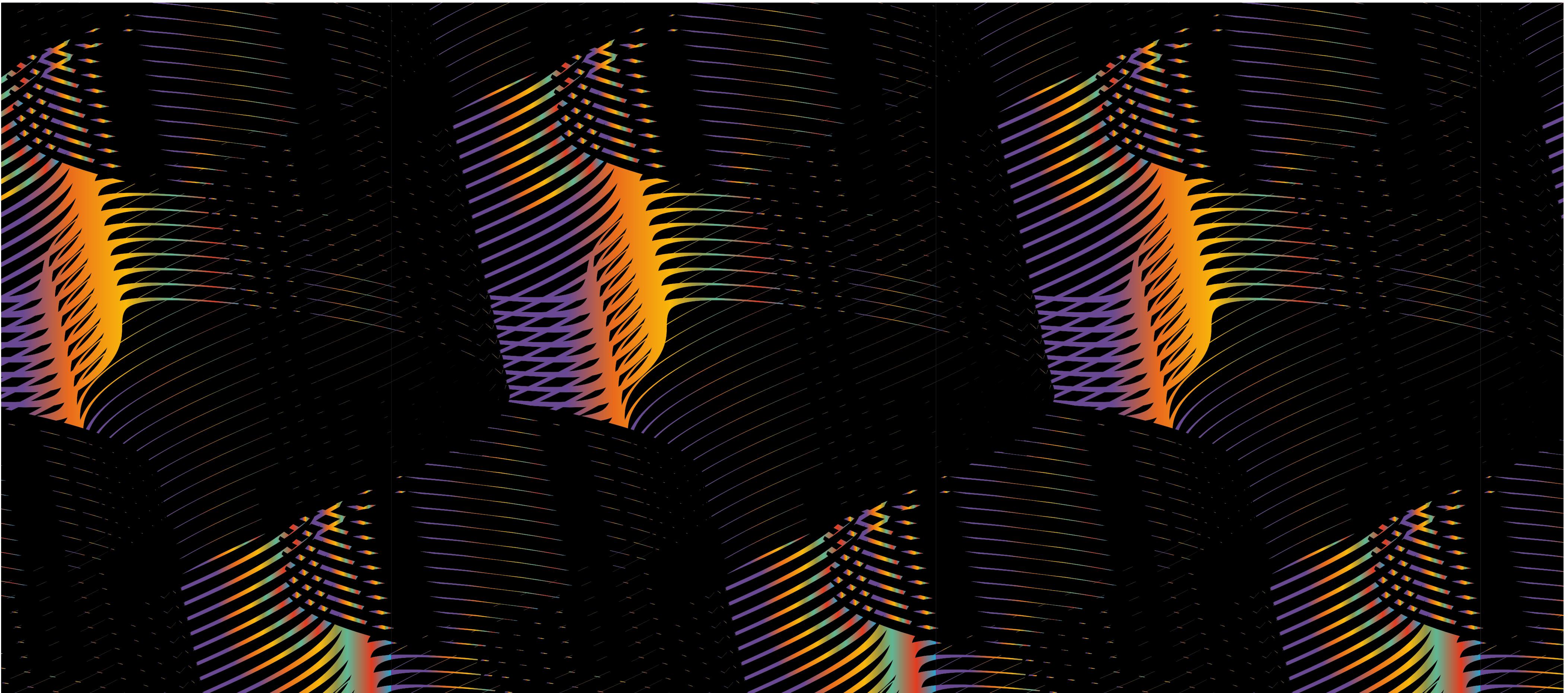
CHAOS THEORY: GROUP



SS23



CHAOS THEORY PRINT: ALL OVER



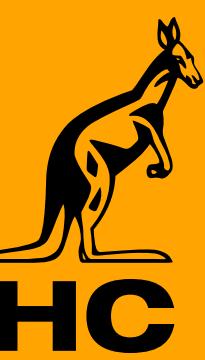
SS23



CHAOS THEORY SERIGRAPHY PRINT



SS23



HCUGC0034 - MIXING CHAOS JACKET



Giacca in tessuto "smash" superleggero foderata.
Stampa transfer serigrafico su dietro.
Piping sul davanti in contrasto.
Carre' e maniche stampate
all-over sublimatico.
Vestibilità over-sized.
Bordo e polsi con elastico.
Zip frontale e sulle tasche in contrasto.
Loghi transfer.
Made in Italy

*Superlight "smash" fabric lined jacket.
Silkscreen transfer print on the back.
Contrasting piping on the front.
Printed carriage and sleeves
sublimation all-over.
Over-sized fit.
Hem and cuffs with elastic.
Front zip and pockets in contrast.
Transfer logos.
Made in Italy*

SS23



HCUPA0030 - CHAOS TROUSERS



Pantaloni in felpa
Inserti in tessuto "smash"
Stampa all-over sublimatica.
Elastico al fondo.
Coulisse 2 colori in vita regolabile.
Logo transfer.
Made in Italy

*Fleece trousers
"Smash" fabric inserts
All-over sublimation print.
Elastic at the bottom.
2-color drawstring at the adjustable waist.
Logo transfer.
Made in Italy*

SS23



HCUTS0048 - MIXING CHAOS TEE



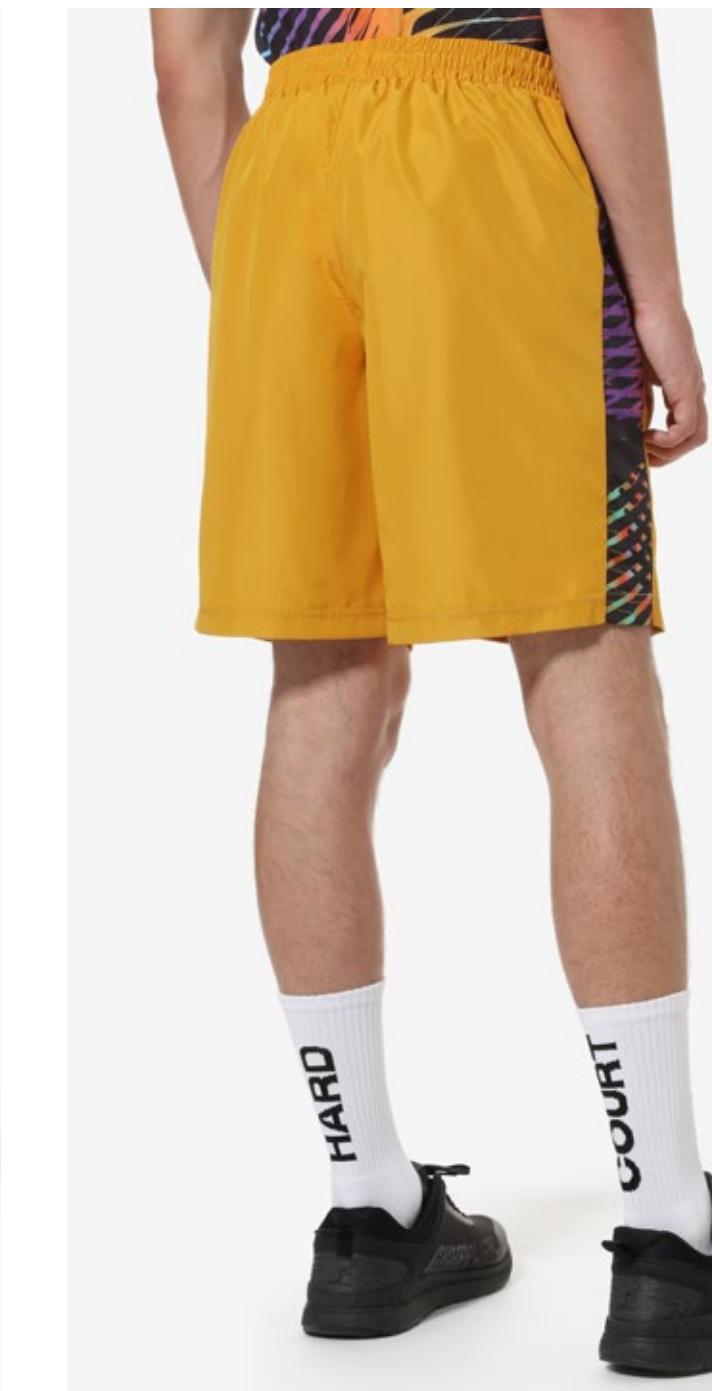
T-shirt con stampa serigrafica sul retro.
Logo serigrafia davanti in centro.
Regular fit.
Made in Italy

*T-shirt with silkscreen print on the back.
Front screen printed logo in the center
Regular fit.
Made in Italy*

SS23



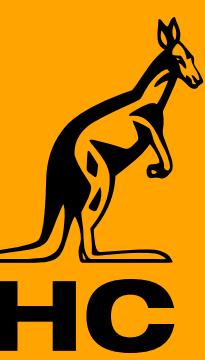
HCUSH0013 - CHAOS SHORTS



Short in smash
Inseri in smash sublimatico all-over.
Elastico in vita.
Foderato in rete.
Coulisse in vita regolabile.
Logo transfer.
Made in Italy

*Short in smash
Insert in all-over sublimation smash.
Elastic waist.
Mesh lined.
Adjustable drawstring waist.
Logo transfer.
Made in Italy*

SS23



HCUFE0059 - MIXING CHAOS HOODIE



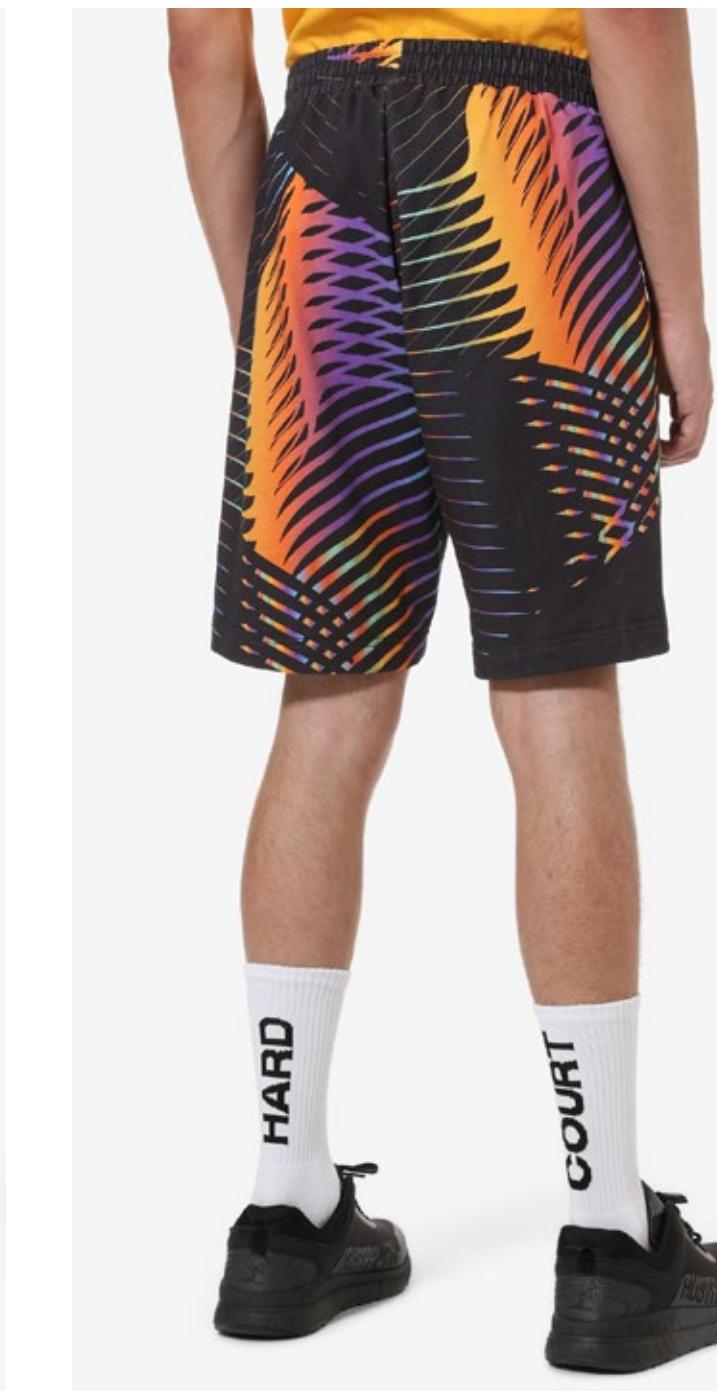
Felpa con cappuccio.
Coulisse regolabile 2 colori.
Stampa serigrafia sul dietro.
Tasca applicata a marsupio.
Etichetta esterna sul fianco sx.
Bordo e polsi in costina elasticizzata.
Logo serigrafia.
Made in Italy

*Hoodie.
Adjustable drawstring 2 colors.
Screen printing on the back.
Kangaroo patch pocket.
External label on the left side.
Hem and cuffs in elasticated rib.
Screen printing logo.
Made in Italy*

SS23



HCUSH0012 - CHAOS SHORTS



Short in felpa
Stampa digitale all-over.
Elastico in vita.
Coulisse 2 colori in vita regolabile.
Logo serigrafia.
Made in Italy

*Fleece shorts
All-over digital print.
Elastic waist.
2-color drawstring adjustable waist.
Screen printing logo.
Made in Italy*

SS23



HCUTS0049 - CHAOS TEE



T-shirt
Stampa digitale all over.
Costina al collo.
Fettuccia al collo.
Logo serigrafia.
Made in Italy

*T-shirt
All over digital print.
Rib at the neck.
Neck tape.
Screen printing logo.
Made in Italy*

SS23



HCUFE0058 - CHAOS HOODIE



Felpa con cappuccio
Interno cappuccio in felpa tinta unita.
Coulisse regolabile 2 colori.
Stampa digitale all over.
Tasca applicata a marsupio.
Bordo e polsi in costina elasticizzata.
Logo serigrafia.
Made in Italy

Hoodie
Hood inside in solid color fleece.
Adjustable drawstring 2 colors.
All over digital print.
Kangaroo patch pocket.
Hem and cuffs in elasticated rib.
Screen printing logo.
Made in Italy

SS23



HCUGC0035 - CHAOS JACKET



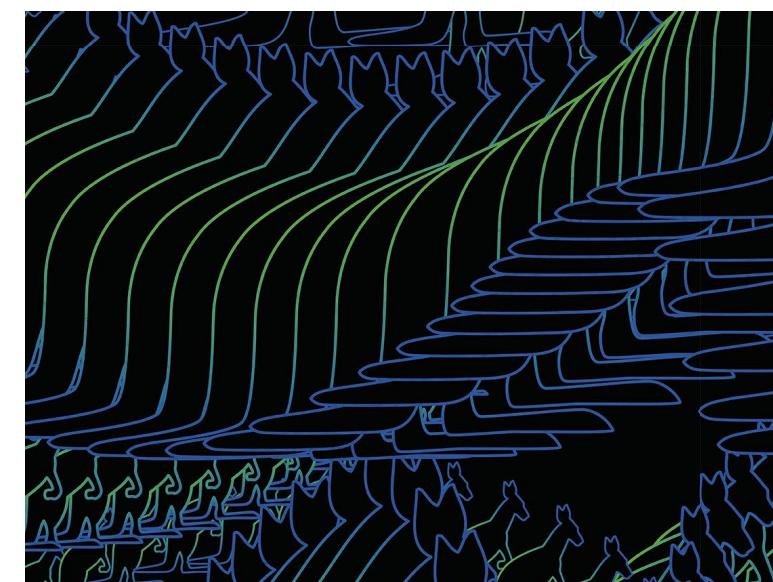
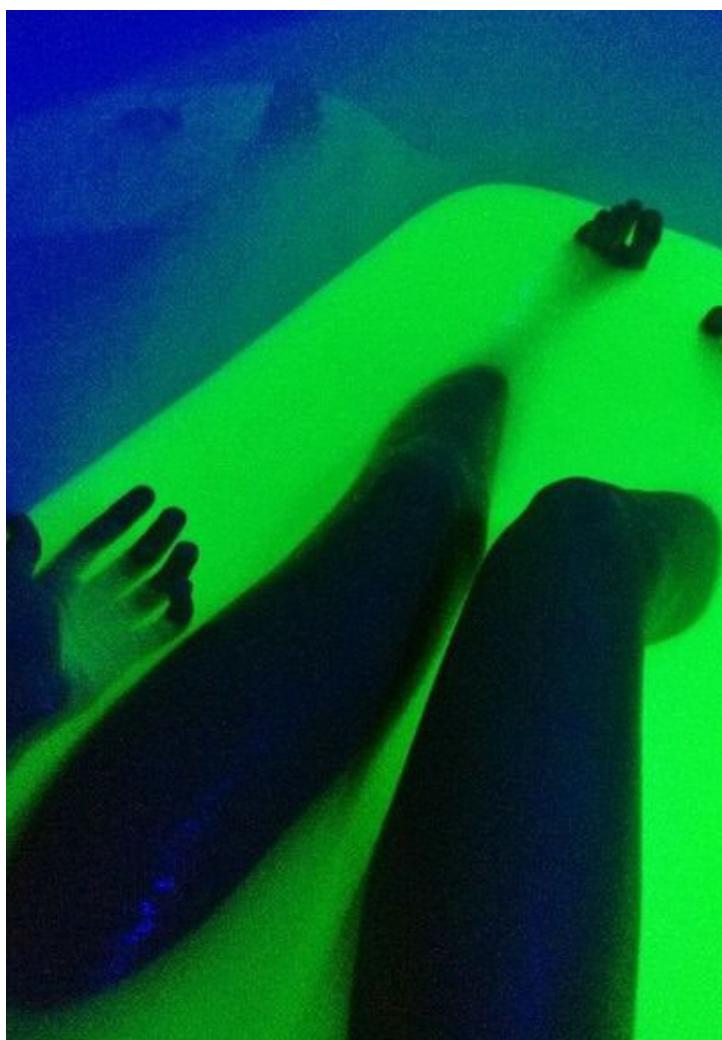
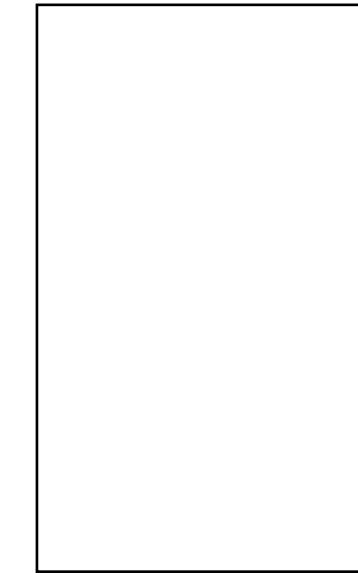
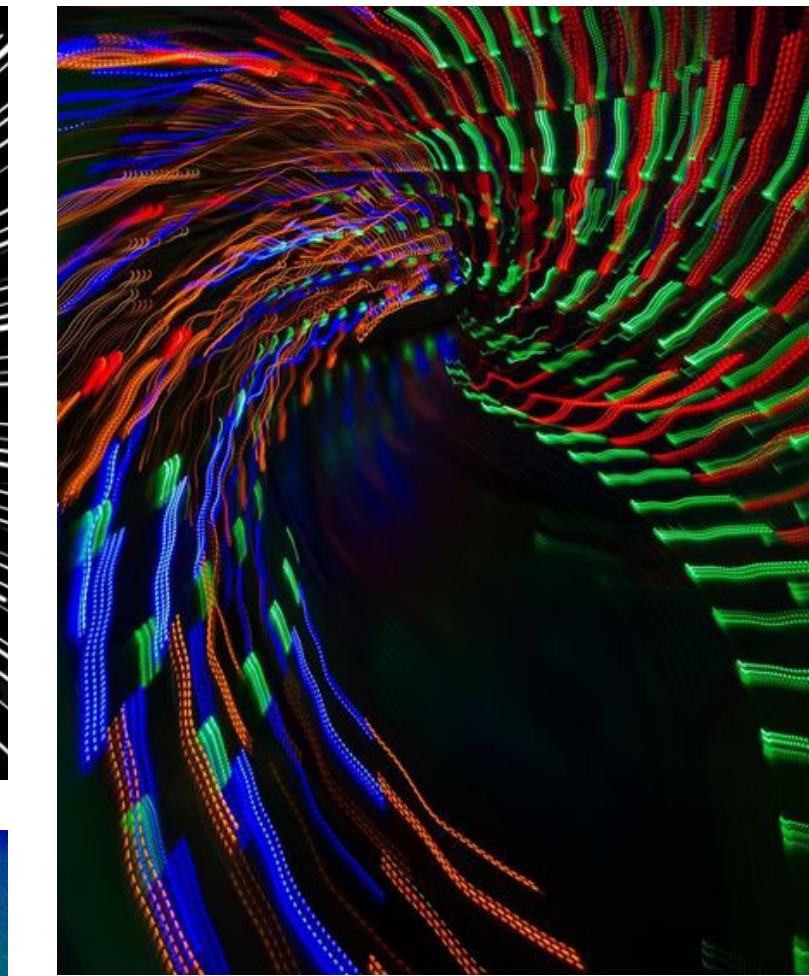
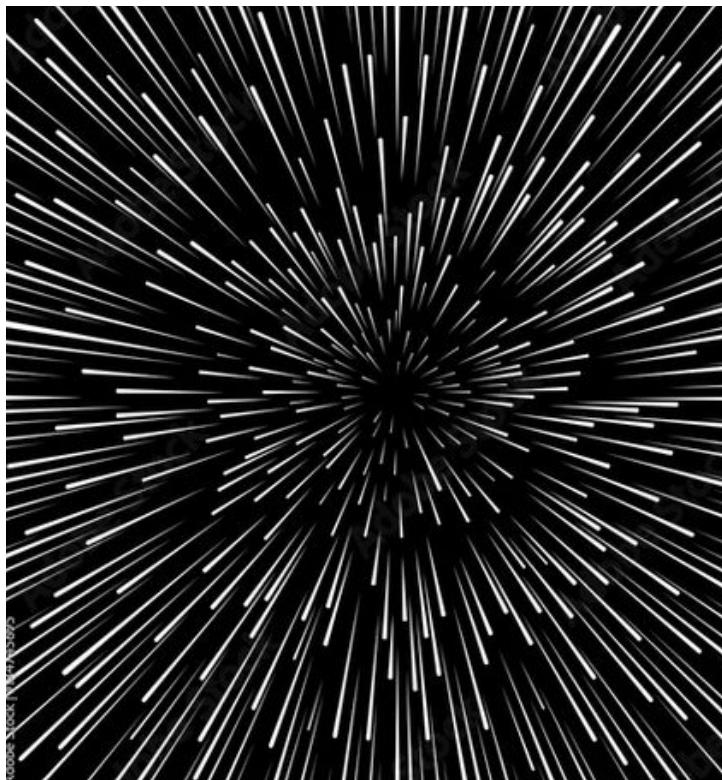
Giacca in tessuto "smash" superleggero foderata.
Piping sul davanti in contrasto.
Inserti maniche,davanti e dietro
stampate all-over sublimatico.
Vestibilità over-sized.
Bordo e polsi con elastico.
Zip frontale e sulle tasche in contrasto.
Loghi transfer.
Made in Italy

*Superlight "smash" fabric lined jacket.
Contrasting piping on the front.
Sleeve inserts, front and back printed
sublimation all-over.
Over-sized fit.
Hem and cuffs with elastic.
Front zip and pockets in contrast.
Transfer logos.
Made in Italy*



FLOWING

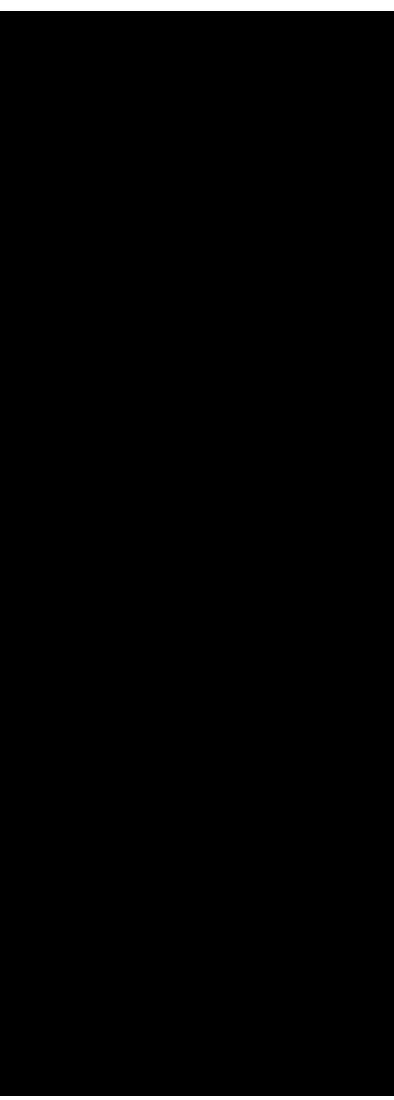
FLOWING: MOOD AND COLOURS



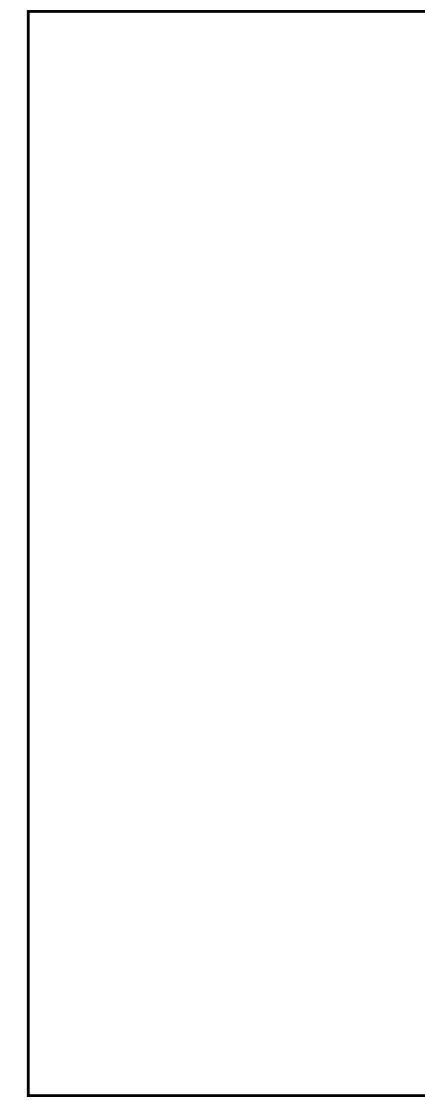
SS23



FLOWING: PALETTE



BLACK 003



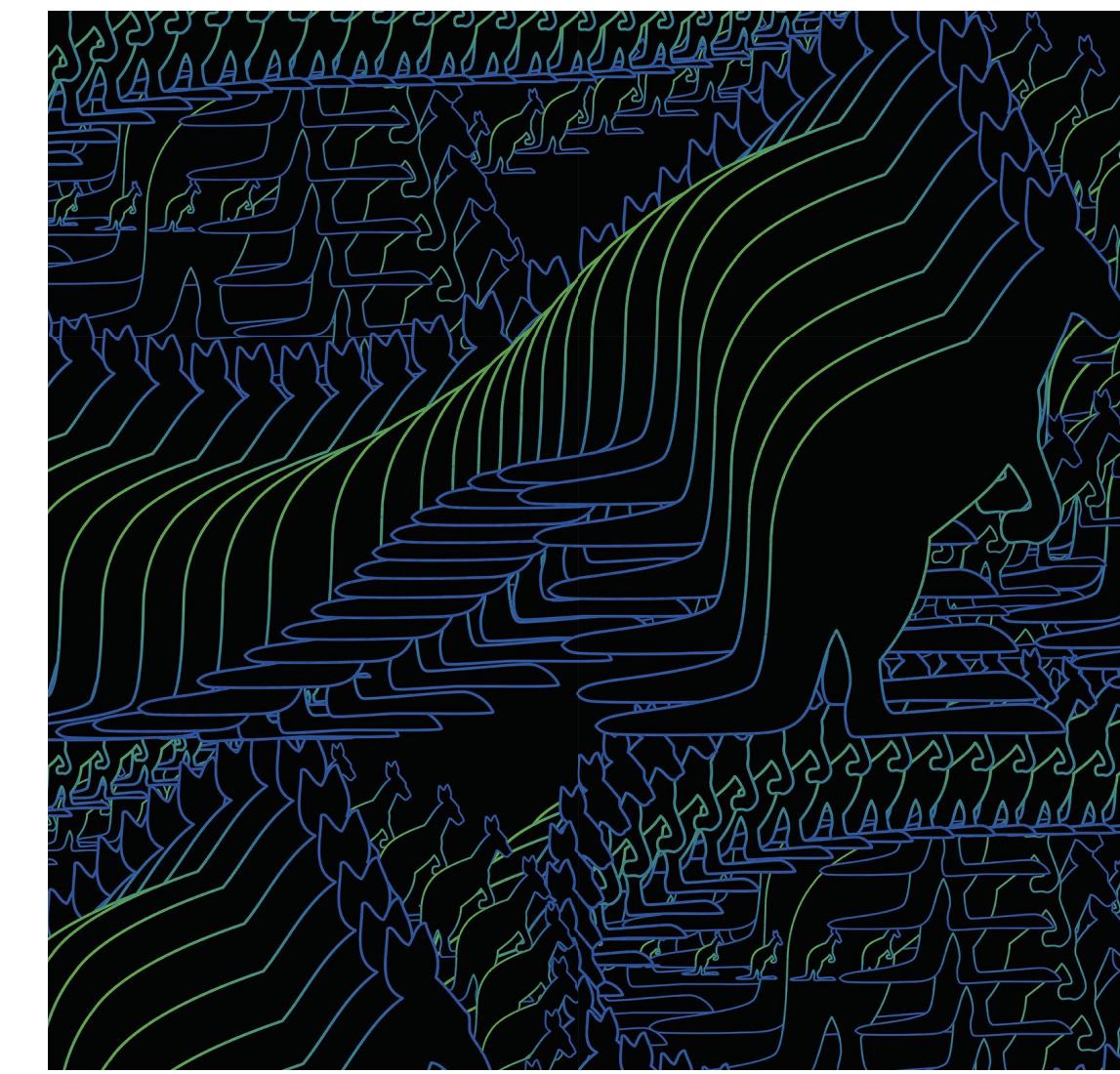
WHITE 002



PERIWINKLE 302
PANTONE 7673C

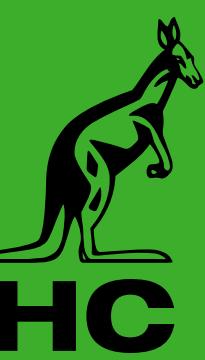


KAWASAKI 316
PANTONE 361C



FLOWING ALL OVER

SS23



FLOWING: GROUP

HCUGC0036
C.001 T.733
GIACCA SMASH
FLOWING

HCUTS0050
C.302 T.030
T-SH COTONE
ZOOM

HCUGC0037
C.316 T.030
GIACCA SMASH
ZOOM

HCUFE0060
C.003 T.030
FELPA COTONE
ZOOM

HCUPA0031
C.001 T.030
PANTALONE SMASH
FLOWING

HCUTS0051
C.002 T.030
T-SH COTONE
UWILLDIE23

HCUFE0061
C.002 T.030
FELPA COTONE
UWILLDIE23

HCUFE0064
C.002 T.030
GIROCOLLO
SOLO LISTINO

HCUPA0032
C.003 T.030
PANTALONE FELPA
FLOWING FILE

DIS.733
FLOWING

003 002 302 316

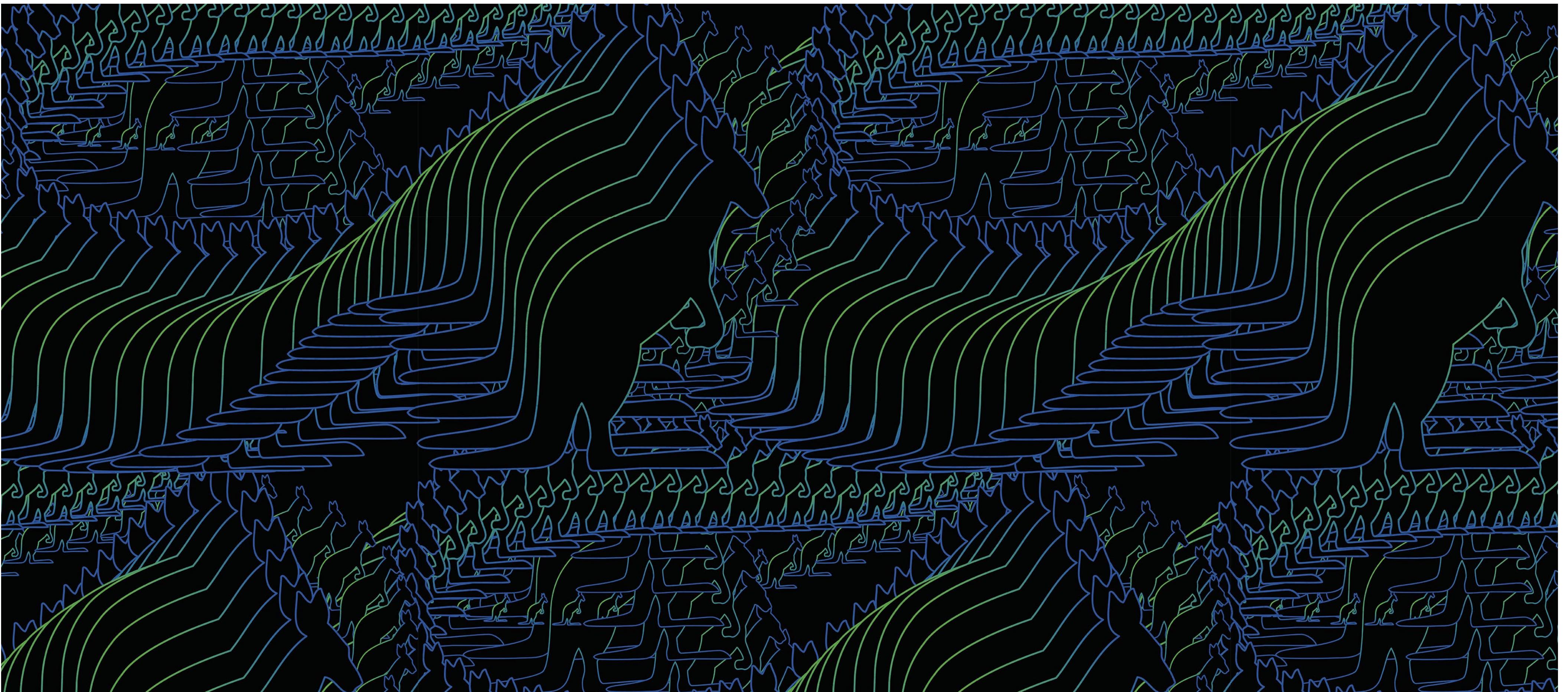
KAWASAKY

HARD COURT
FLOWING
HARD COURT 2
SS23

SS23



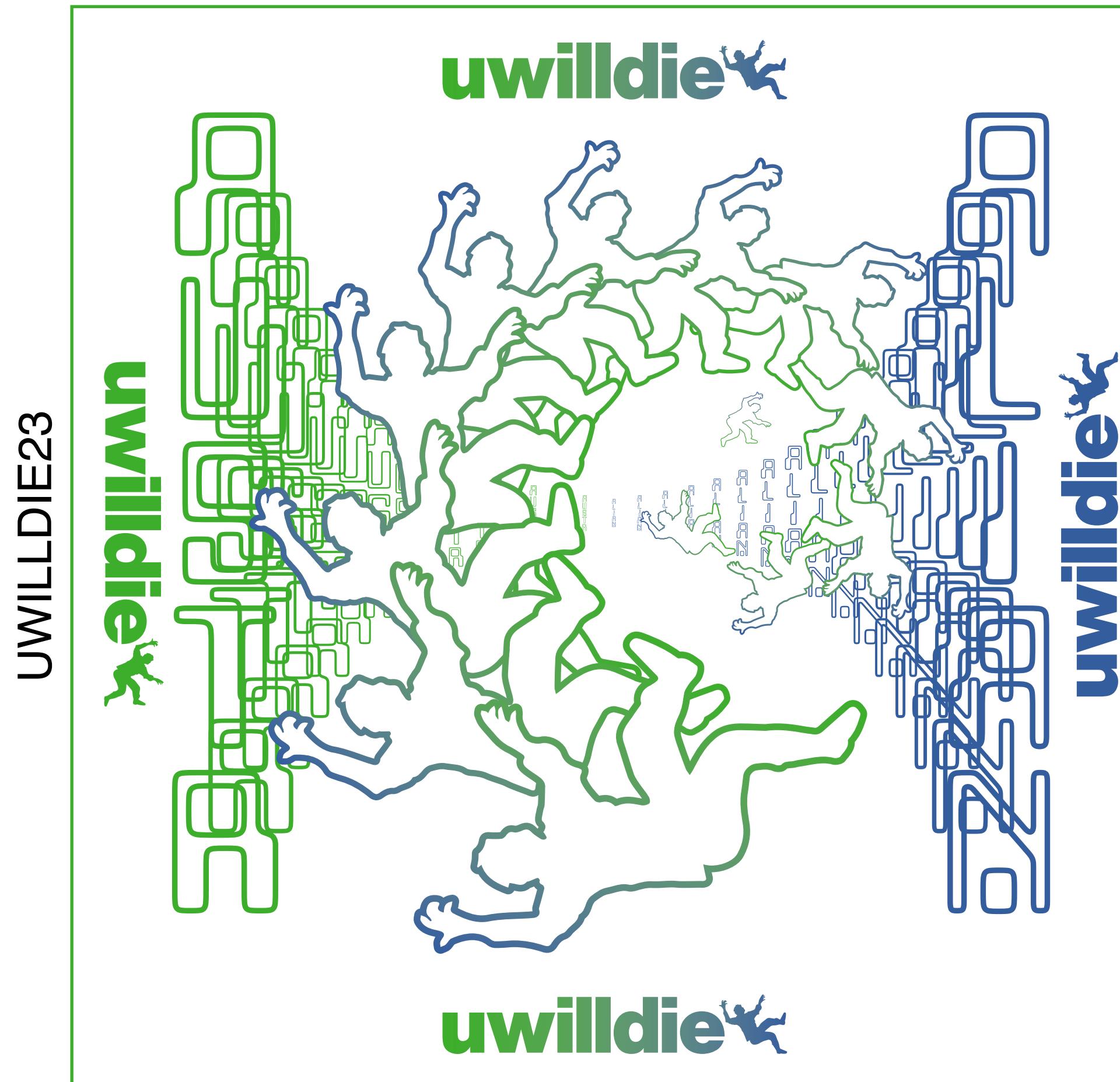
FLOWING PRINT: ALL OVER



SS23



FLOWING SERIGRAPHY PRINT



SS23



HCUGC0036 - FLOWING JACKET



Giacca in tessuto "smash" superleggero foderata.
Stampa all over sublimatico.
Interno collo tinta unita.
Vestibilità over-sized.
Bordo e polsi con elastico.
Zip frontale e sulle tasche in contrasto.
Logo transfer.
Made in Italy

*Superlight "smash" fabric jacket lined.
All over sublimation print.
solid color inside collar
Over-sized fit.
Hem and cuffs with elastic.
Front zip and pockets in contrast.
Logo transfer.
Made in Italy*

SS23



HCUTS0051 - UWILLDIE23 TEE



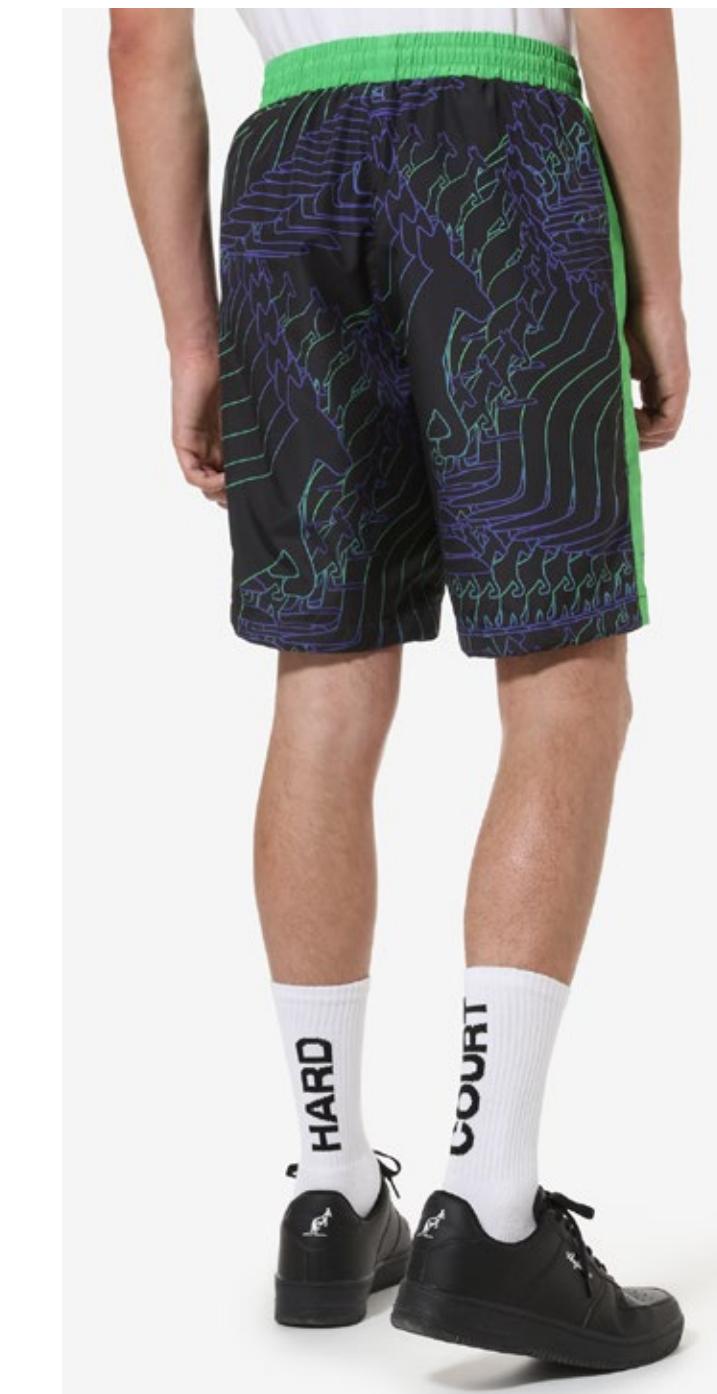
T-shirt con stampa serigrafica sul retro.
Logo serigrafia davanti in centro.
Regular fit.
Made in Italy

*T-shirt with silkscreen print on the back.
Front screen printed logo in the center
Regular fit.
Made in Italy*

SS23



HCUSH0014 - FLOWING SHORTS



Short in tessuto smash
Stampa all-over sublimatico.
Coulisse regolabile in vita.
Tasche nel fianco.
Inserto in smash unito sui fianchi e in vita.
Foderato interamente in rete
Logo transfer.
Made in Italy

*Short in smash fabric
All-over sublimation print.
Adjustable drawstring at the waist.
Side pockets.
Solid smash insert on the hips and waist.
Fully lined in mesh
Logo transfer.
Made in Italy*

SS23



HCUTS0050 - ZOOM TEE



T-shirt con stampa serigrafica sul retro.
Logo serigrafia davanti in centro.
Regular fit.
Made in Italy

*T-shirt with silkscreen print on the back.
Front screen printed logo in the center
Regular fit.
Made in Italy*

SS23



HCUPA0031 - FLOWING TROUSERS



Pantaloni in tessuto "smash" superleggero foderato.
Stampa sublimatica all over.
Coulisse in vita regolabile.
Bordi alle caviglie con elastico.
Zip al fondo.
Logo trasfer.
Made in Italy

*Trousers in "smash" fabric super light lined.
All-over sublimation print.
Adjustable drawstring waist.
Edges at the ankles with elastic.
Zip at the bottom.
Logo transfer
Made in Italy*

SS23



HCUGC0037 - ZOOM JACKET



Giacca in tessuto "smash" superleggero foderata.
Piping sulle maniche.
Stampa transfer sul dietro.
Vestibilità over-sized.
Bordo e polsi con elastico.
Zip frontale e sulle tasche in contrasto.
Loghi transfer.
Made in Italy

*Superlight "smash" fabric jacket lined.
Piping on the sleeves.
Transfer print on the back.
Over-sized fit.
Hem and cuffs with elastic.
Front zip and pockets in contrast.
Transfer logos.
Made in Italy*

SS23



HCUE0061 - UWILLDIE23 HOODIE



Felpa con cappuccio.
Coulisse regolabile 2 colori.
Stampa serigrafia sul dietro.
Tasca applicata a marsupio.
Etichetta esterna sul fianco sx.
Bordo e polsi in costina elasticizzata.
Logo serigrafia.
Made in Italy

*Hoodie.
Adjustable drawstring 2 colors.
Screen printing on the back.
Kangaroo patch pocket.
External label on the left side.
Hem and cuffs in elasticated rib.
Screen printing logo.
Made in Italy*

SS23



HCUFE0060 - ZOOM HOODIE



Felpa con cappuccio.
Coulisse regolabile 2 colori.
Stampa serigrafia sul dietro.
Tasca applicata a marsupio.
Etichetta esterna sul fianco sx.
Bordo e polsi in costina elasticizzata.
Logo serigrafia.
Made in Italy

*Hoodie.
Adjustable drawstring 2 colors.
Screen printing on the back.
Kangaroo patch pocket.
External label on the left side.
Hem and cuffs in elasticated rib.
Screen printing logo.
Made in Italy*

SS23



HCUPA0032 - FLOWING FILES TROUSERS



Pantaloni in felpa

Inserti laterali in tessuto "smash" superleggero
stampato all-over sublimatico.

Cuciture a toppa davanti.

Elastico al fondo

Logo serigrafia.

Made in Italy

Fleece trousers

Side inserts in "smash" fabric super light printed
sublimation all-over.

Patch seams on the front.

Elastic at the bottom

Screen printing logo.

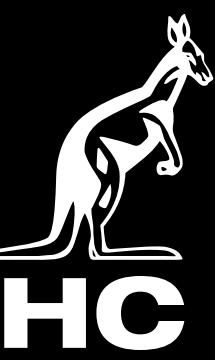
Made in Italy



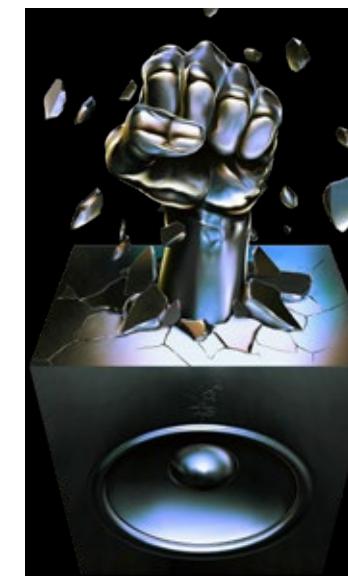
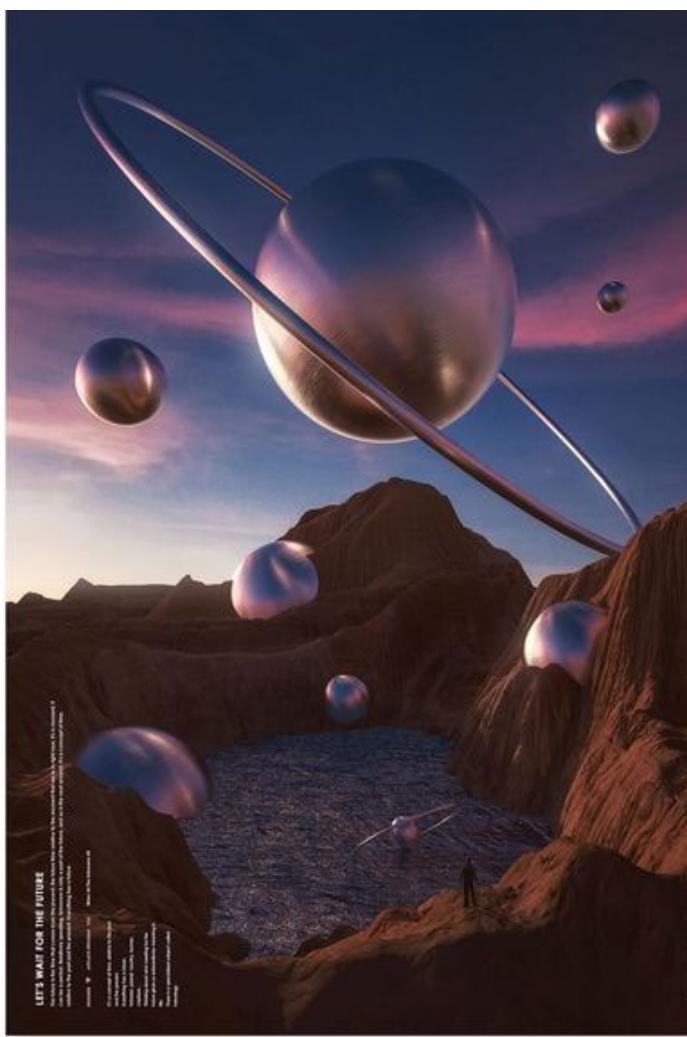
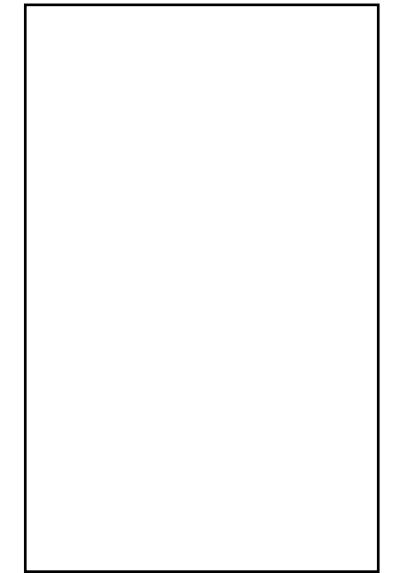
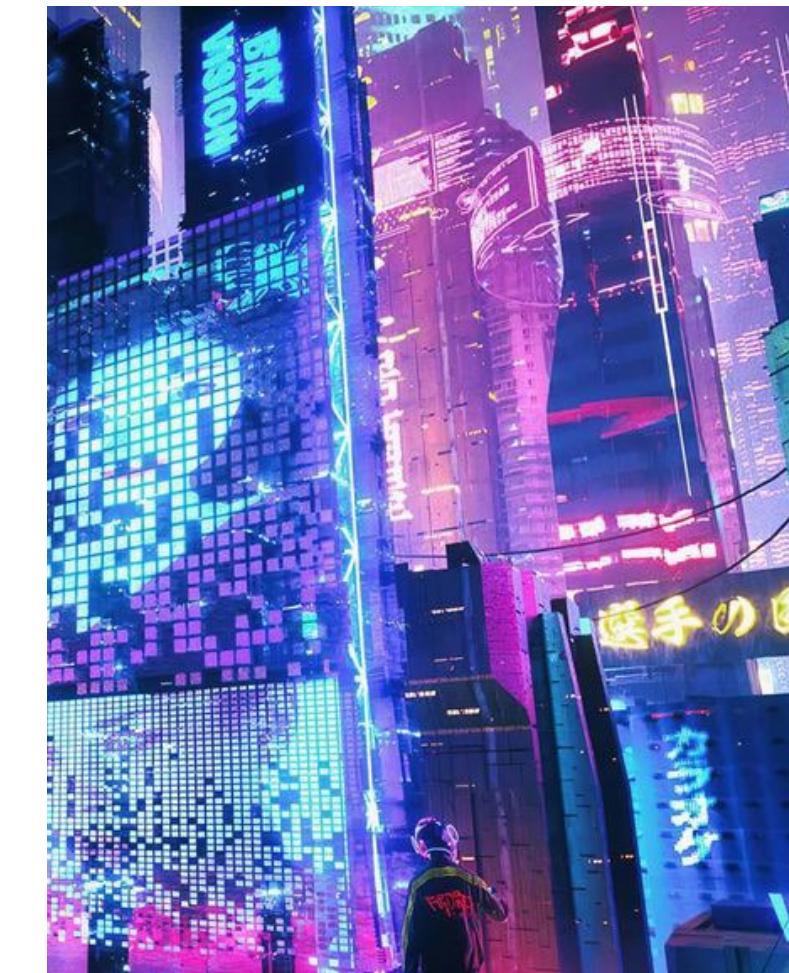
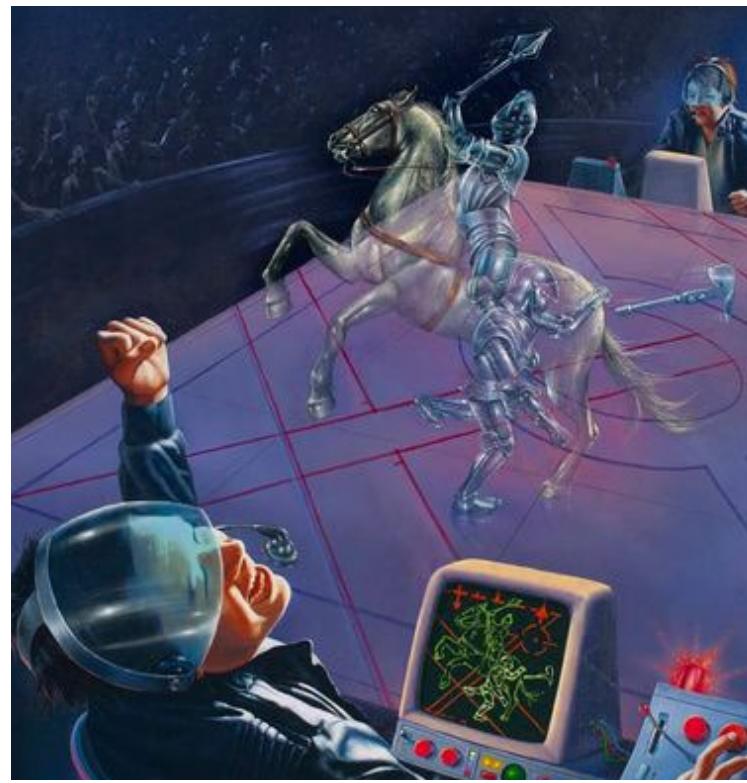
HC

PUNCH

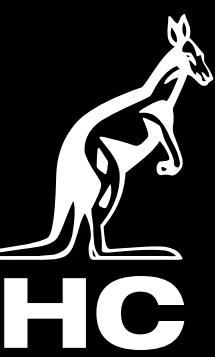
SS23



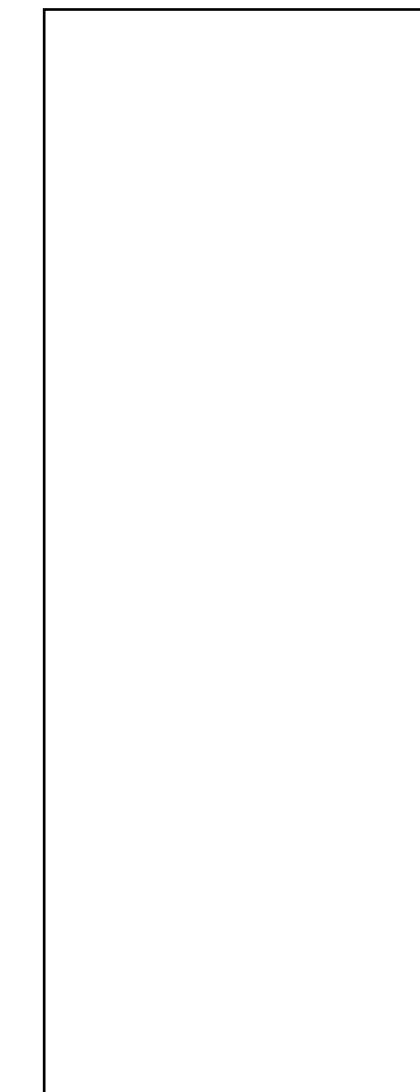
PUNCH: MOOD AND COLOURS



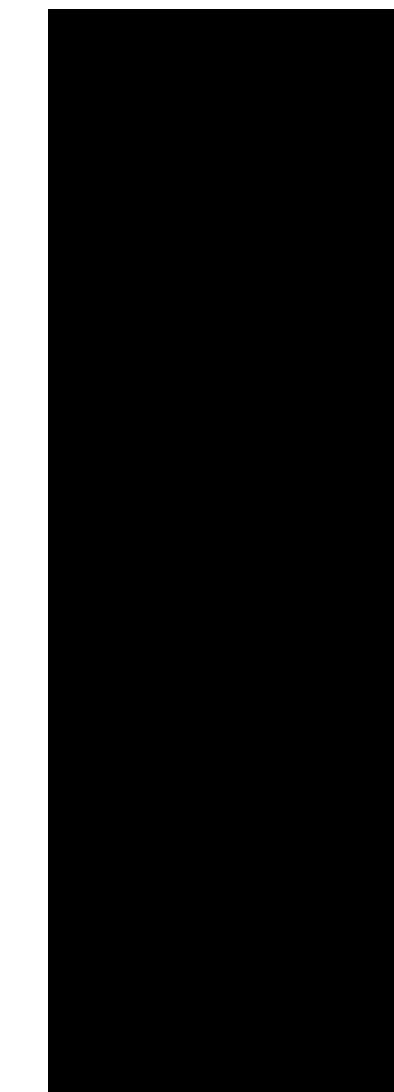
SS23



PUNCH: PALETTE



WHITE 002



BLACK 003



PUNCH PLACED

SS23



PUNCH: GROUP



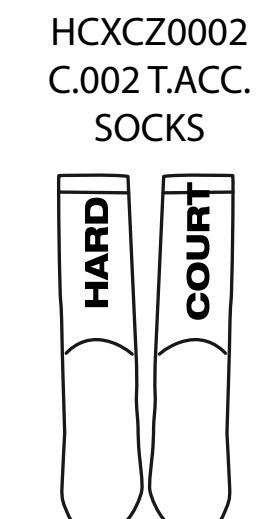
HCUGC0038
C.003 T.030
GIACCA SMASH
PUNCH



HCUTS0052
C.003 T.030
T-SH COTONE
PUNCH



HCUFE0062
C.003 T.030
HOODIE COTONE
PUNCH



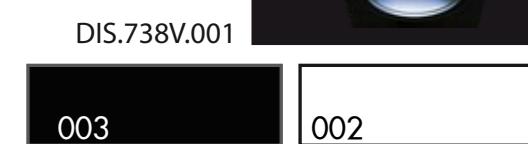
HCXCZ0002
C.002 T.ACC.
SOCKS



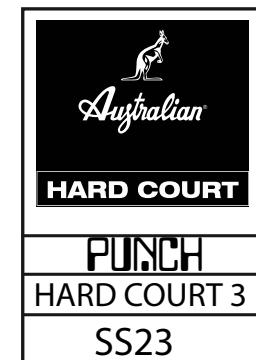
HCXCA0008
C.003 T.030
COTONE



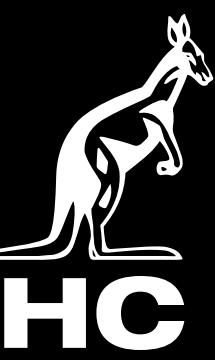
HCUSH0015
C.003 T.030
SHORT SMASH



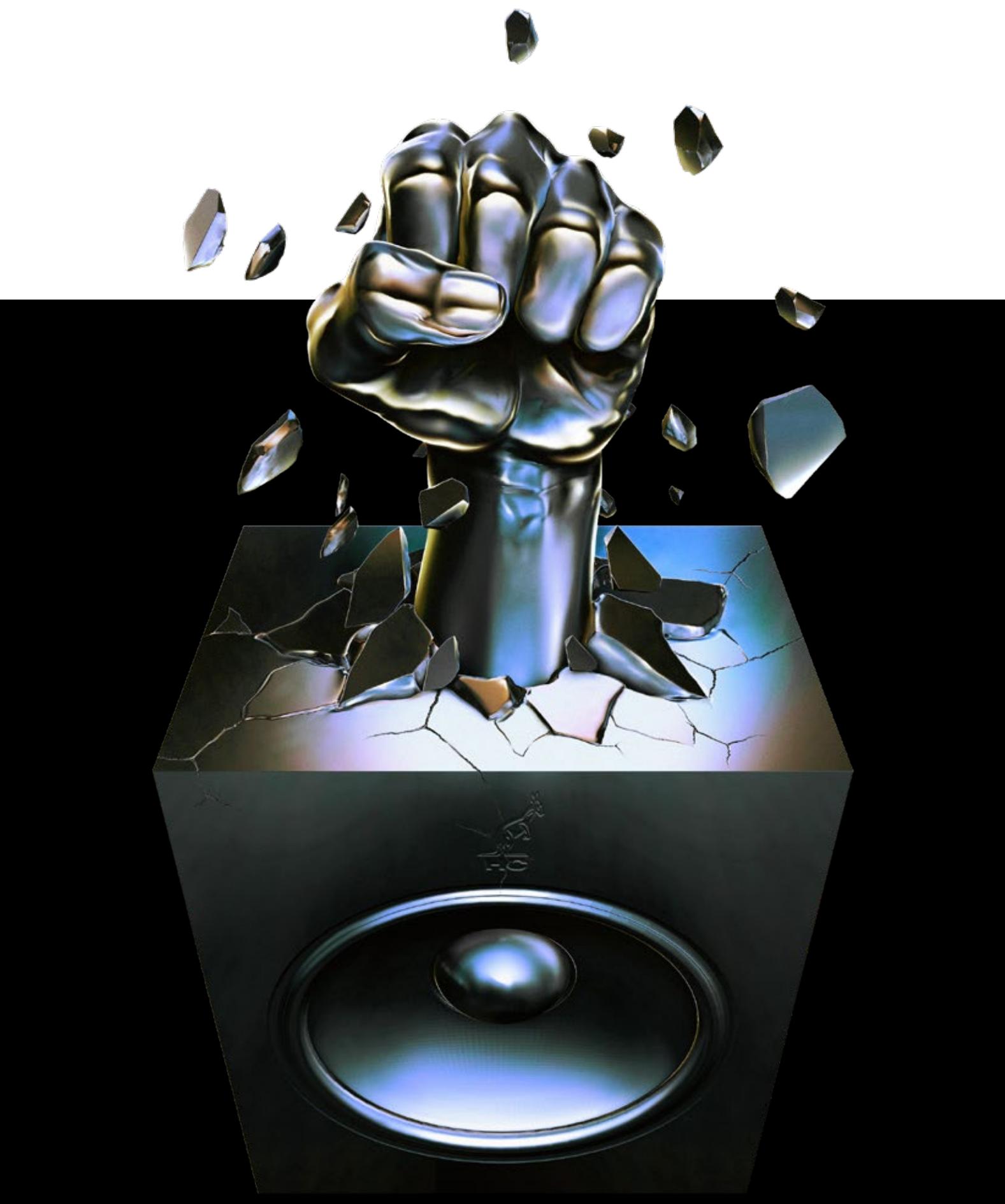
003 002



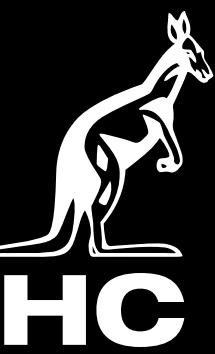
SS23



PUNCH TRANSFER



SS23



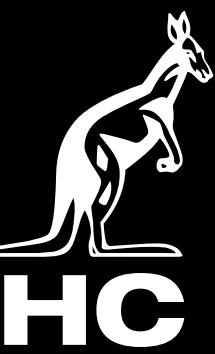
HCUGC0038 - PUNCH JACKET



Giacca in tessuto "smash" superleggero foderata.
Stampa transfer sul dietro.
Vestibilità over-sized.
Bordo e polsi con elastico.
Zip frontale e sulle tasche in contrasto.
Loghi transfer.
Made in Italy

*Superlight "smash" fabric lined jacket.
Transfer print on the back.
Over-sized fit.
Hem and cuffs with elastic.
Front zip and pockets in contrast.
Transfer logos.
Made in Italy*

SS23



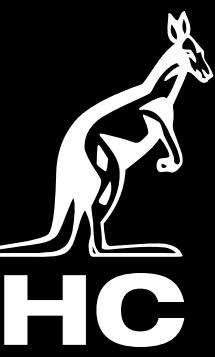
HCUPA0025 - HC TROUSERS



Pantalone in tessuto "smash".
Elastico al fondo.
Coulisse in vita regolabile.
Logo transfer.
Made in Italy

*Trousers in "smash" fabric.
Elastic at the bottom.
Adjustable drawstring at waist.
Logo transfer.
Made in Italy*

SS23



HCUTS0052 - PUNCH TEE



T-shirt con stampa transfer sul dietro.
Logo serigrafia davanti in centro.
Regular fit.
Made in Italy

*T-shirt with transfer print on the back.
Front screen printed logo in the center.
Regular fit.
Made in Italy*

SS23



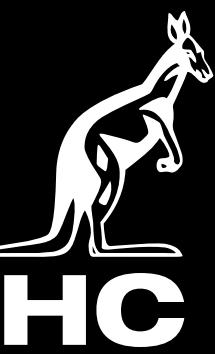
HCUSH0015 - HC SHORTS



Short in smash
Elastico in vita.
Foderato in rete.
Coulisse 2 colori in vita regolabile.
Logo transfer.
Made in Italy

*Short in smash
Elastic waist.
Mesh lined.
2-color drawstring adjustable waist.
Logo transfer.
Made in Italy*

SS23

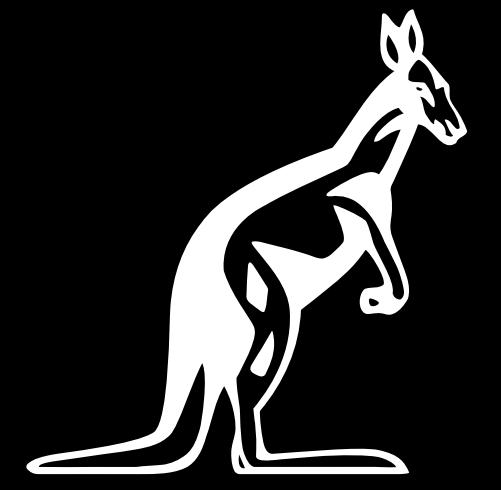


HCUE0062 - PUNCH HOODIE



Felpa con cappuccio.
Coulisse regolabile 2 colori.
Stampa Transfer sul dietro.
Tasca applicata a marsupio.
Bordo e polsi in costina elasticizzata.
Logo serigrafia.
Made in Italy

*Hoodie.
Adjustable drawstring 2 colors.
Transfer printing on the back.
Kangaroo patch pocket.
Hem and cuffs in elasticated rib.
Screen printing logo.
Made in Italy*



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