



## **WELCOME TO MY HOUSE N.6: AT THE FORTEZZA DA BASSO, THE NEW GRAPHIC ARTS CONTAMINATE STREETWEAR RESEARCH**

**WELCOME TO MY HOUSE** is Pitti Uomo's project devoted to the world of streetwear.

At each edition, *Welcome* features a high select group of young firms that best represent today's research on street style. The spotlights shine on the brands that live on the borderline between the most radical streetwear and the most avant-garde fashions. Here are the young creatives whose passions and lifestyles are a way and reason for revealing their identity to the world.

At this edition the rooms of the Lyceum will host "PLAYTIME" with the settings designed by **UP! STUDIO**, a group of young creative talents based in Paris. The area resembles a platform for play, enlivened by fluo graphics and invaded by...tennis balls. Visitors who come to see the collections will get the impression of entering a surreal box inspired by the dynamism of sports.

The **15 names** at this edition are:

**2357** – This brand, an offshoot of Pharmacy Industry, takes its name from the first four prime numbers, that are whole and can only be divided by one and themselves. The collection of monochrome, basic streetwear items draws its inspiration from historic Italian fashions. Each color corresponds to a specific activity in our culture.

**400 gr** – This label was established to transform artistic projects by UP! STUDIO into fashion proposals. *400 gr.* is a Franco-Italian brand of limited edition handmade sweaters and t-shirts produced with innovative graphics and techniques.

**Building** – Blue row and black: these are the three finishes for this entirely Italian denim project that combines clean, nonchalant lines with a decidedly masculine imprint. The season's novelties include a line of cotton items.

**Cheapo** – Sweden is the homeland of this footwear made for people who are constantly on the go and are fascinated by the blend of contemporary street and fashion cultures: splashes of color and strips of metallized leather enliven the shapes and the design.

**Dead Meat** – The collection's main theme is the world of insects. The brand's symbolic items include the sweatshirt with extra long sleeves, the "three-headed sweatshirt" and the fleece jacket with mandarin collar; two-color t-shirts that can be worn with the back in front and vice versa (with symmetrical necklines) and reversible tees.

**Frav** – The metropolitan look of the short jackets have made Frav into a cult brand, but stores cannot restock the basic, long-sleeved sweaters with the unmistakable skull label quickly enough.

Pitti Immagine srl  
50123 Firenze, via Faenza 111

Tel. 055 36931    Telefax 055 3693200  
Home page <http://www.pittimmagine.com>  
E-Mail [stampa.italia@pittimmagine.com](mailto:stampa.italia@pittimmagine.com)  
E-Mail [stampa.estero@pittimmagine.com](mailto:stampa.estero@pittimmagine.com)



**Furious Clothing** – The avant-garde streetwear of skateboard labels meets *Made in Italy* quality and the result is a street fashion collection that is deeply rooted in the young board-sports, advanced music and street art subcultures.

**Hells Bells** – Jeans are the sophisticated single product in this slim-fit collection with innovative colors and patterns and the big playing card label,

**Madson Discount** – The reality of American discount chains is interpreted by young and international creatives with pop graphics on a line of tee and sweatshirts with unusual motifs: selling fresh fish, furs or ice.

**Noodle Park** – The package is a noodle take away box: a symbol of social, cultural and ethnic bonding that eloquently expresses the inspiration behind the brand – the pathway from concept to research to the development of a low-cost product.

**Pa:nuu** – This Danish brand was founded by Jacob Hoilund and Cathrine Nielsen in 2006, pa:nuu turns to the bright colors of the 1980s: men's and women's streetwear that has already won over trendsetters and celebrities including Agyness Deyn.

**Radical Diversity** – Episode II of Radical Diversity is inspired by an underground chemistry lab where experimentation is the king: the Distopic Toxic Factory. Up front are the coats and jacket with experimental lines that reshape the body alluding to the man-machine, and shocking-pattern knitwear.

**Republica Limited – RLCO** – Established in 2002 by John Kahila of Finland, and artist David Flores, RLCO is a street platform destined to launch new contemporary artistic talents. This season features a collection of t-shirts, denim and accessories with rock and ironic prints by artist Riccardo Bucchioni.

**Revolution** – “*Personal style never goes out of fashion*” is the motto of the brand that propose a "street denim" look on t-shirts, sweatshirts and accessories enlivened by aggressive graphics with one eye focused on styles of the past.

**Timex 80** – The TIMEX 80 collection is ready for its debut – a re-edition of the digital watch that was the range in the early eighties. Inspired by the brand's history and contemporary street-style it offers 10 fluo and metallic colors including silver, gold, pink, yellow, dark green and orange.

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