



HC

**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 repropsted
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.**

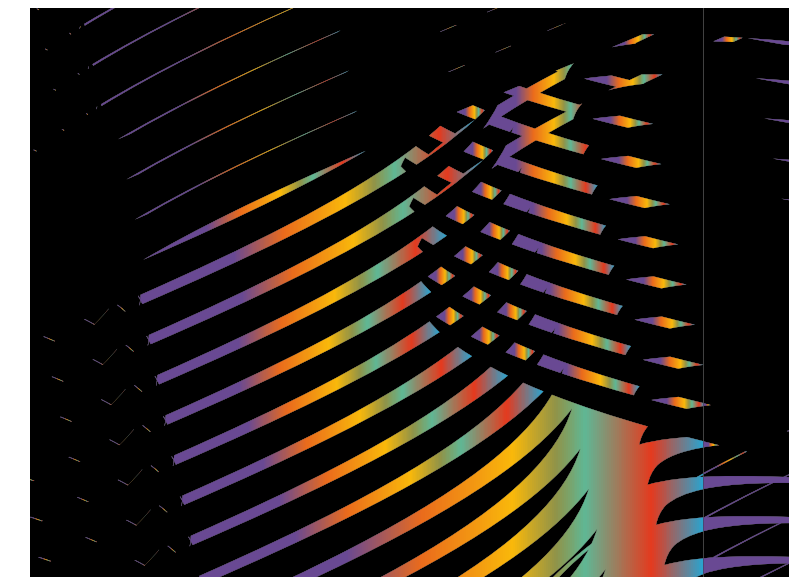
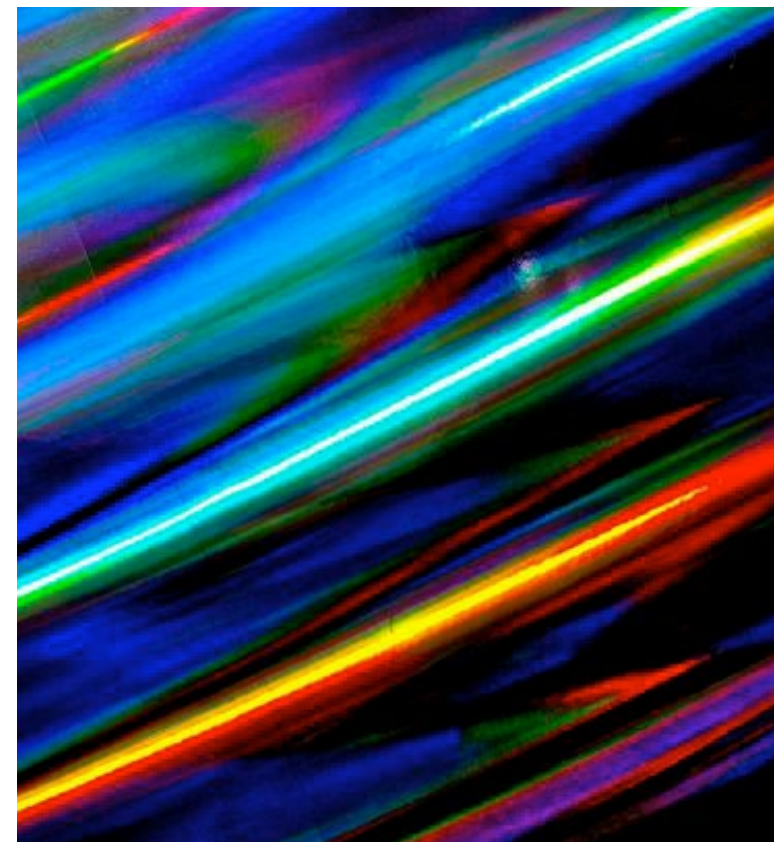
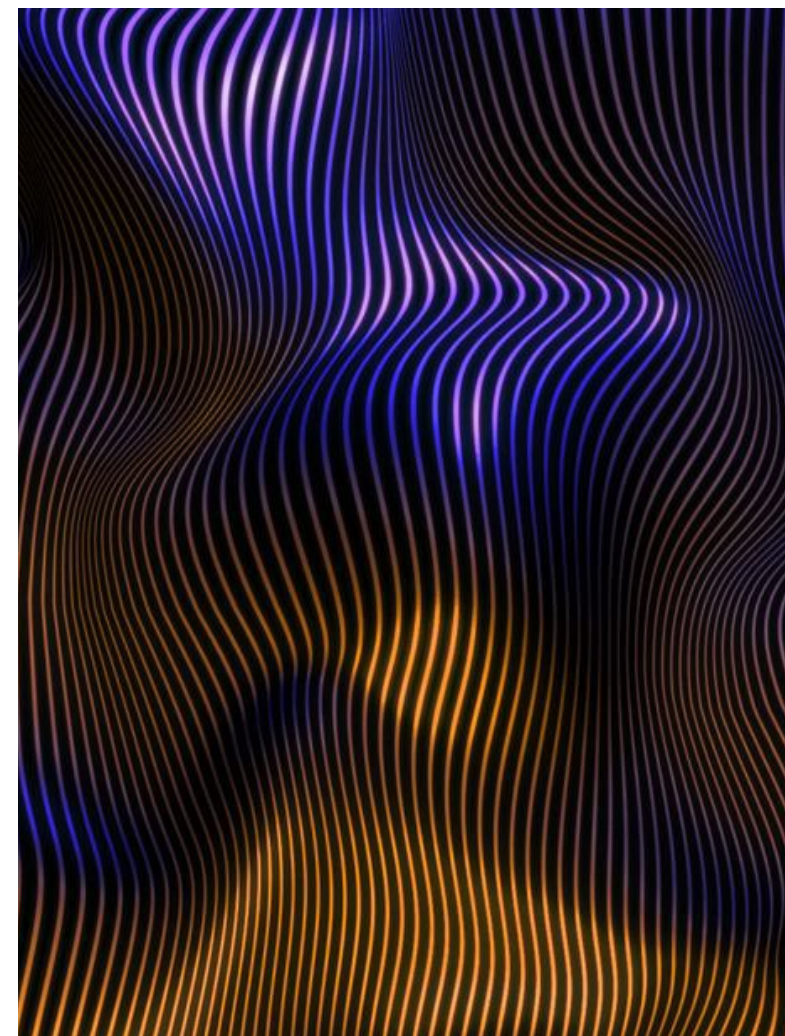
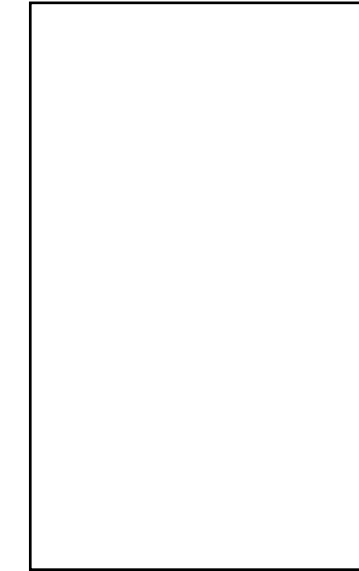
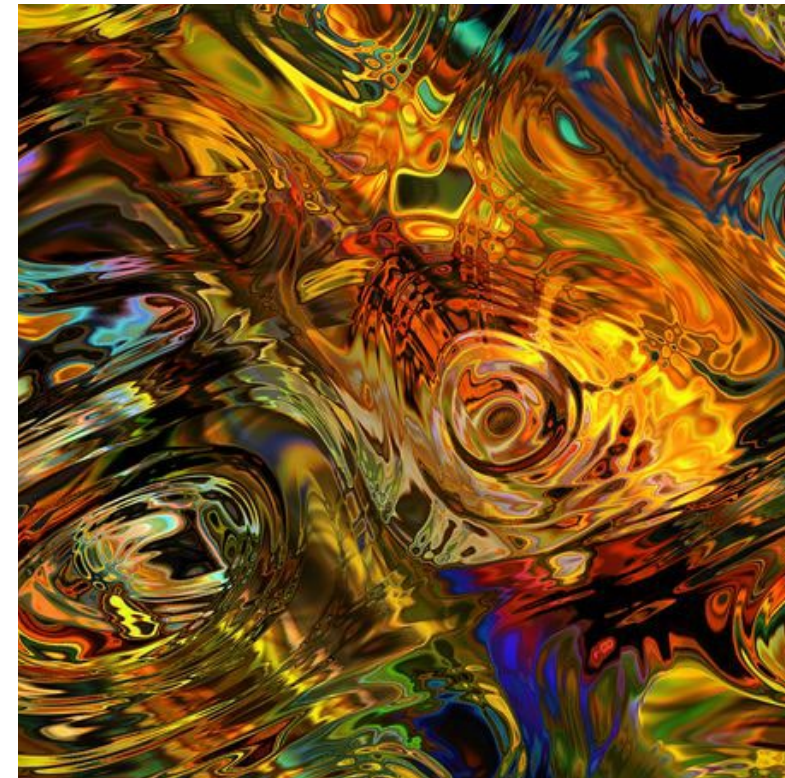
**Uwilldie plays with the aspects and aesthetics of the darker side
of the life of contemporary young people: alienation, the
relationship with new digital selves, metropolises, violence. All
proposed in a pop, current and irreverent key.**

**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

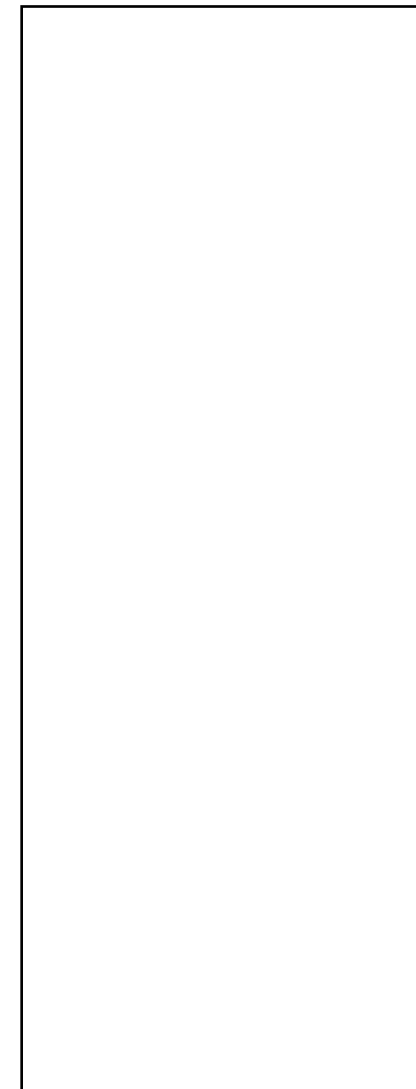
CHAOS THEORY: MOOD AND COLOURS



SS23



CHAOS THEORY: PALETTE



WHITE 002



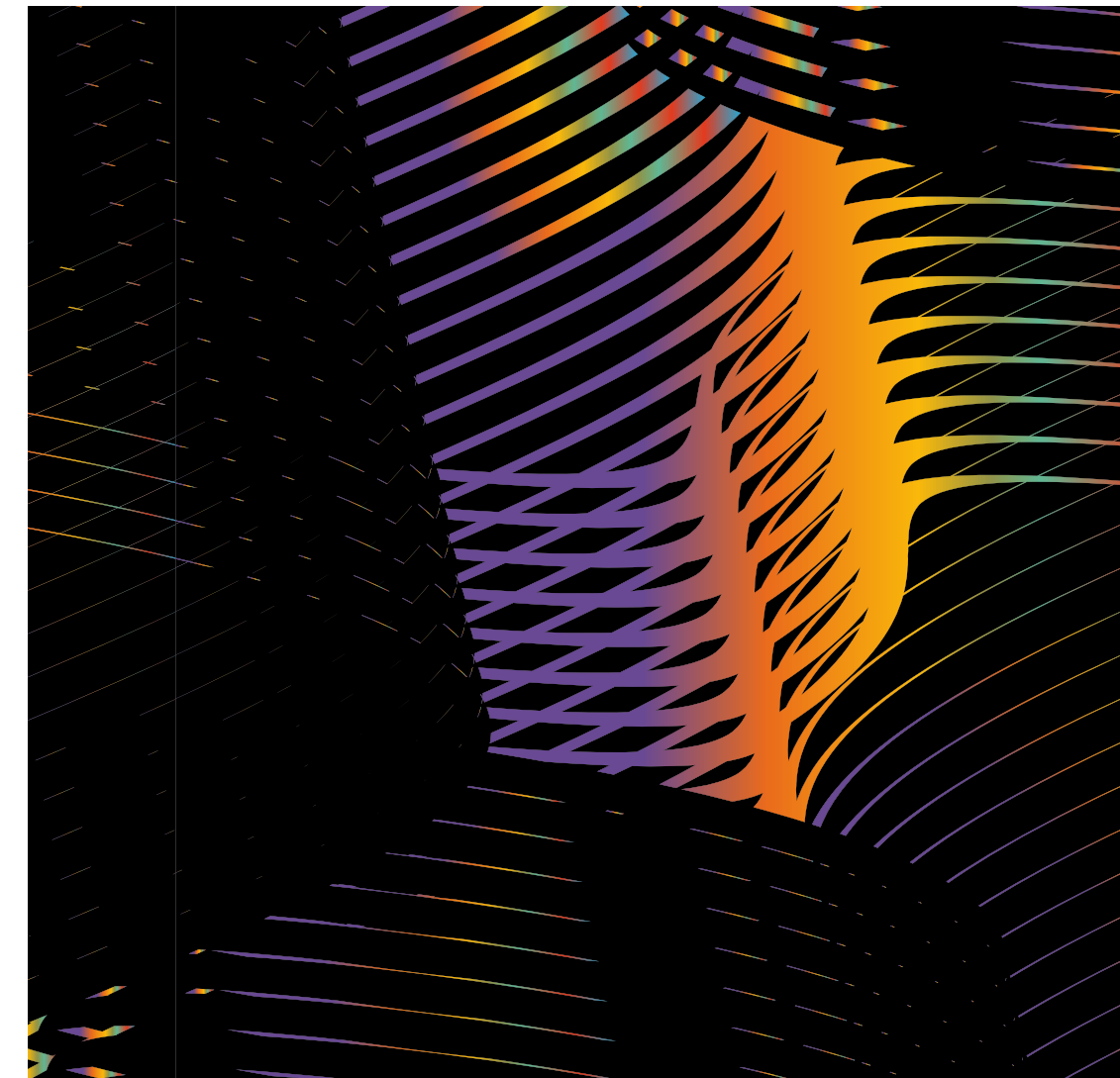
BLACK 003



VIOLET 585
PANTONE 7680C



SUNFLOWER 425
PANTONE 137C

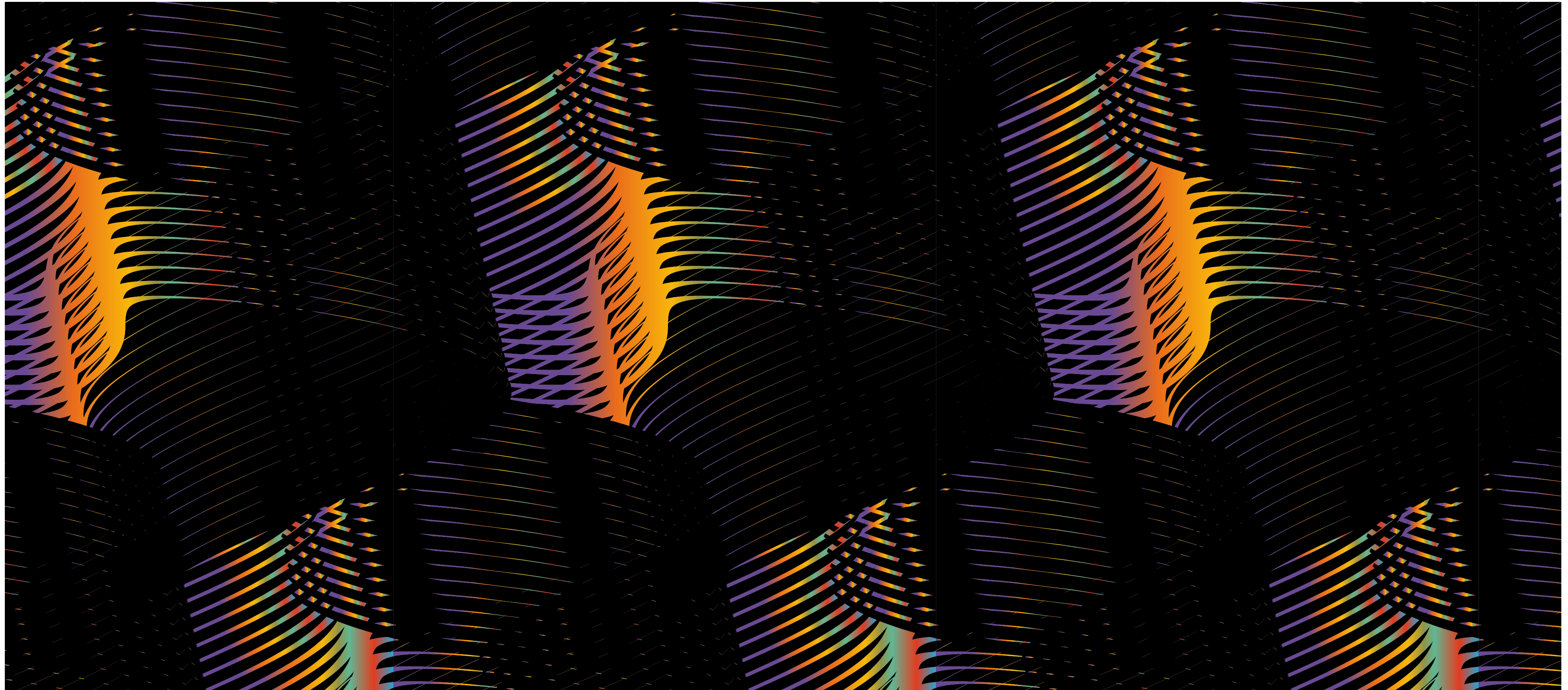


CHAOS ALL OVER

SS23



CHAOS THEORY PRINT: ALL OVER



SS23



CHAOS THEORY SERIGRAPHY PRINT



SS23



HCUGC0034 - MIXING CHAOS JACKET



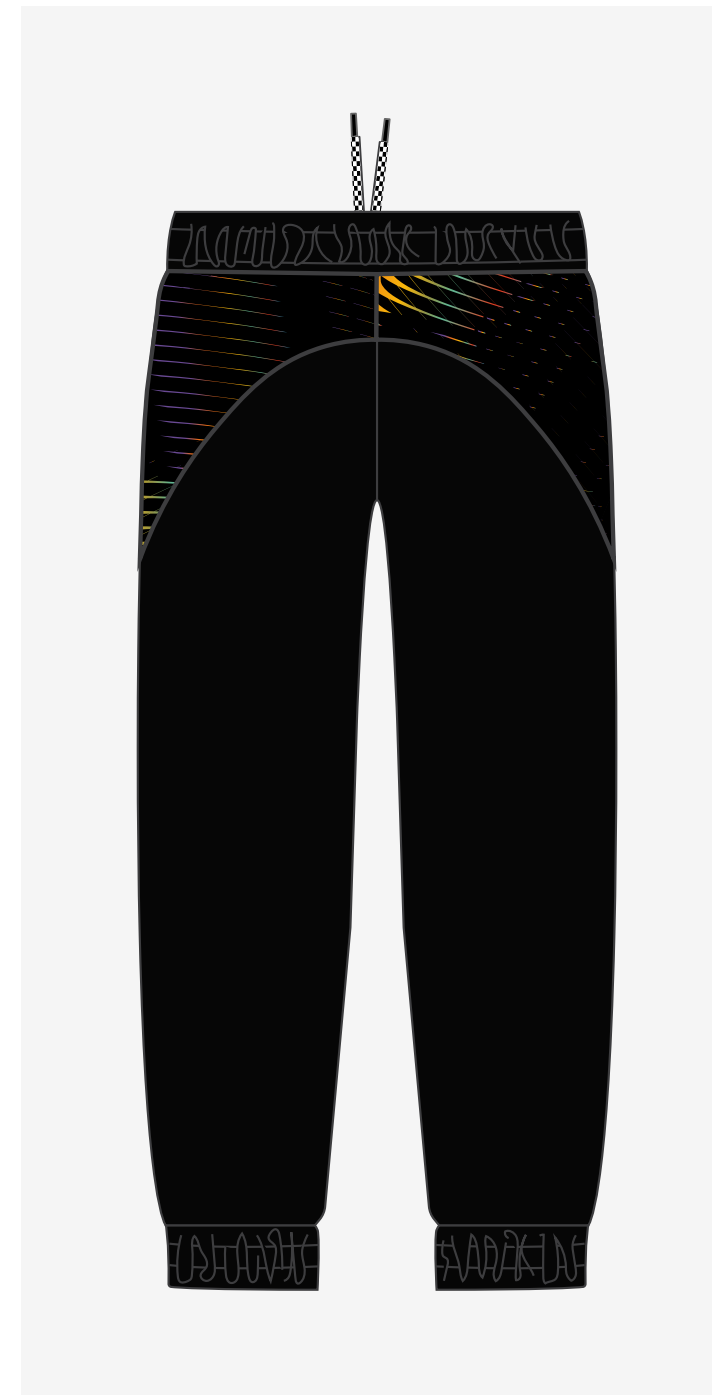
Giacca in tessuto "smash" superleggero foderata.
Stampa transfer serigrafico su dietro.
Piping sul davanti in contrasto.
Carre' e maniche stampate all-over sublimatico.
Vestibilità over-sized.
Bordo e polsi con elastico.
Zip frontale e sulle tasche in contrasto.
Loghi transfer.
Made in Italy

*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



Pantalone in felpa
Inseri in tessuto "smash"
Stampa all-over sublimatico.
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



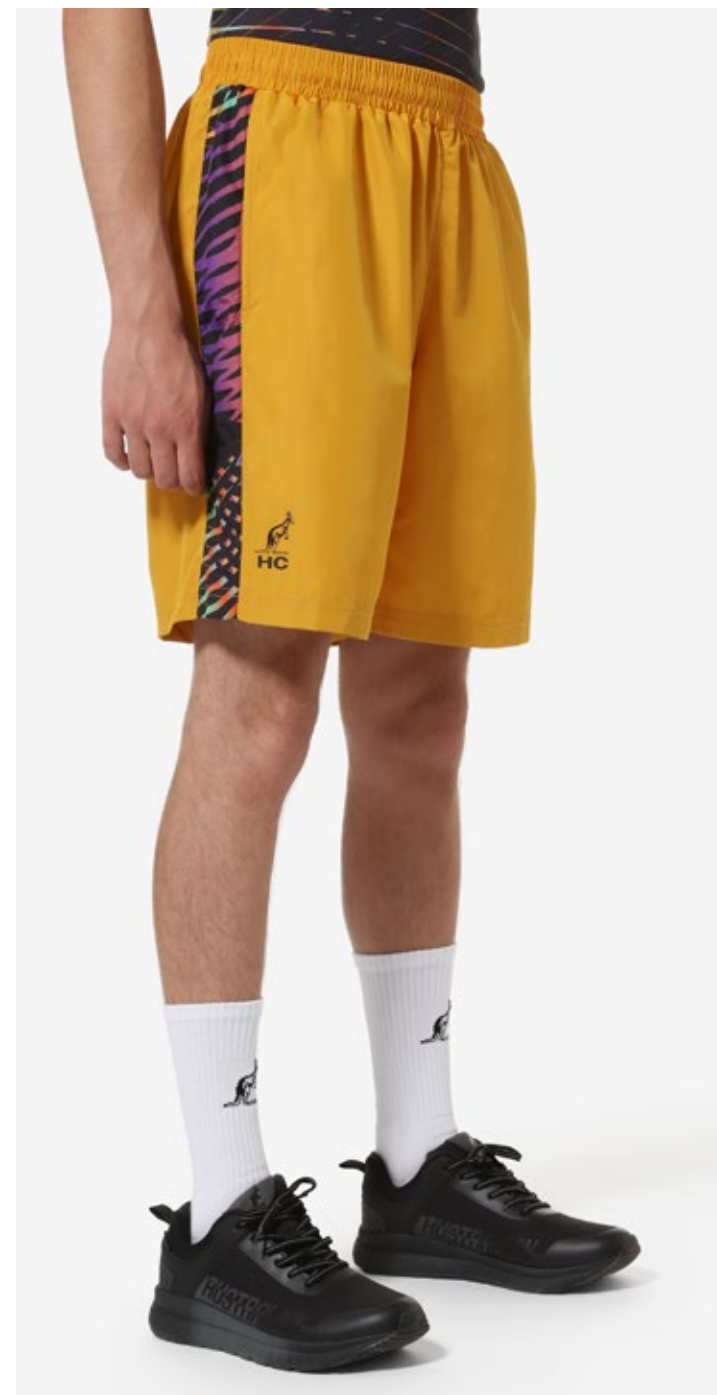
T-shirt con stampa serigrafica sul retro.
Logo serigrafia davanti in centro.
Regular fit.
Made in Italy

*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



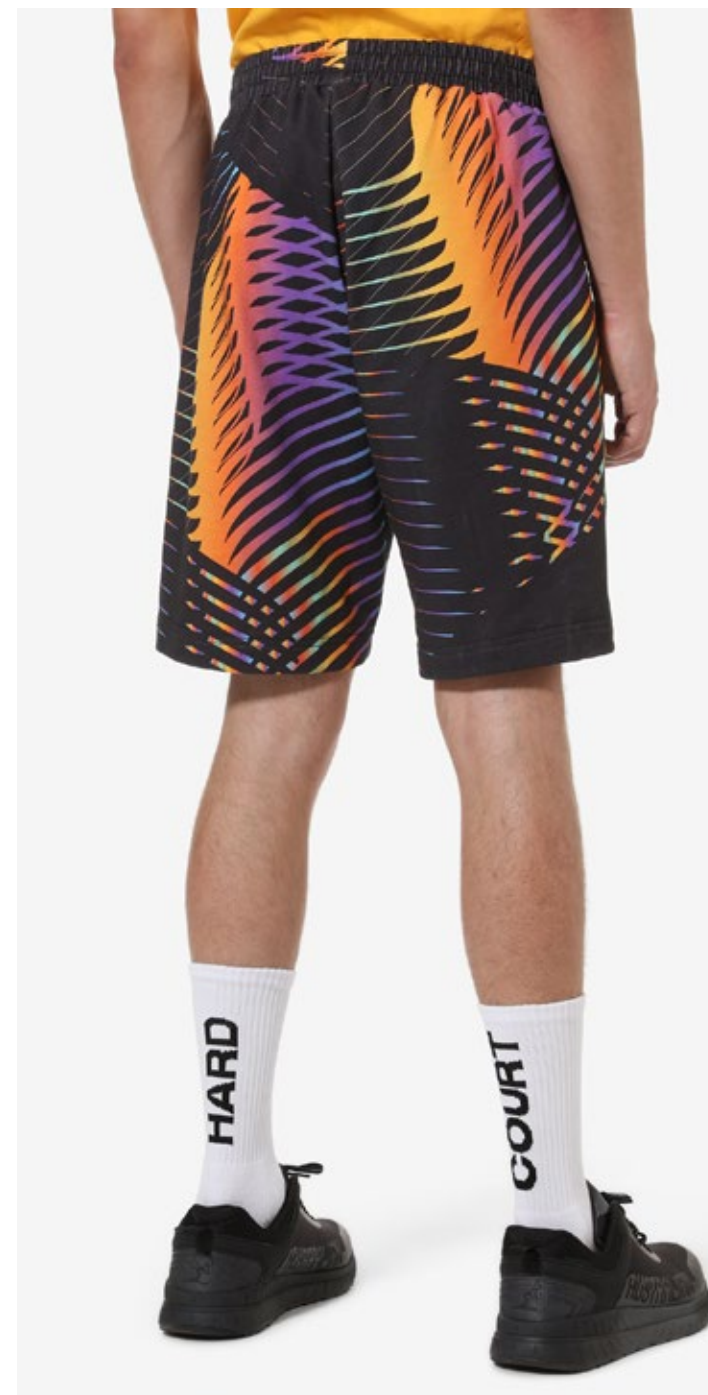
Felpa con cappuccio.
Coulisse regolabile 2 colori.
Stampa serigrafia sul dietro.
Tasca applicata a marsupio.
Etichetta esterna sul fianco sx.
Bordo e polsi in costina elasticizzata.
Logo serigrafia.
Made in Italy

*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*

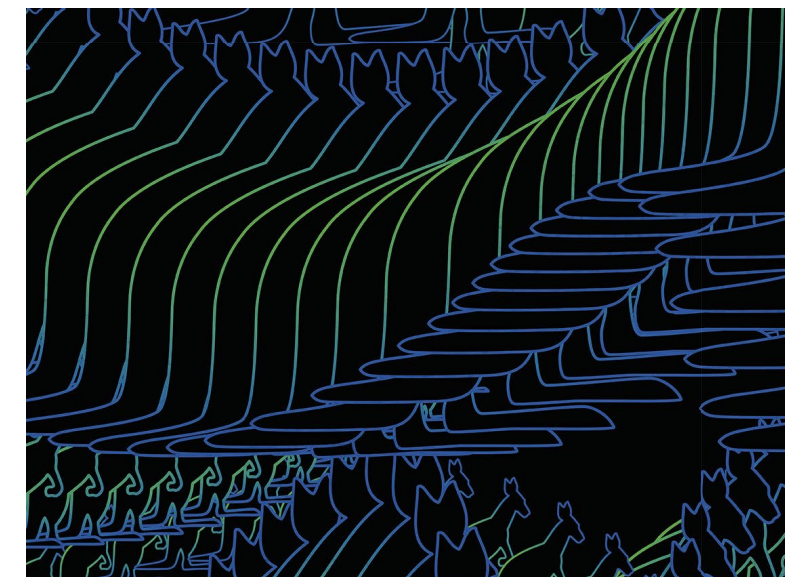
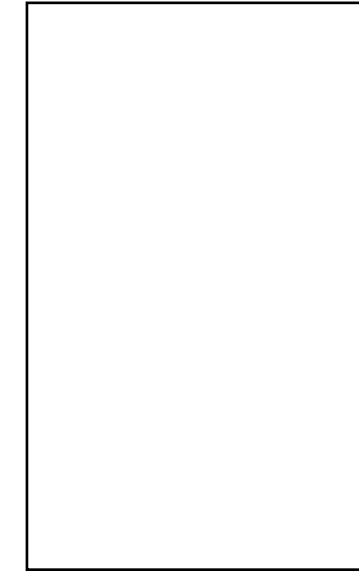
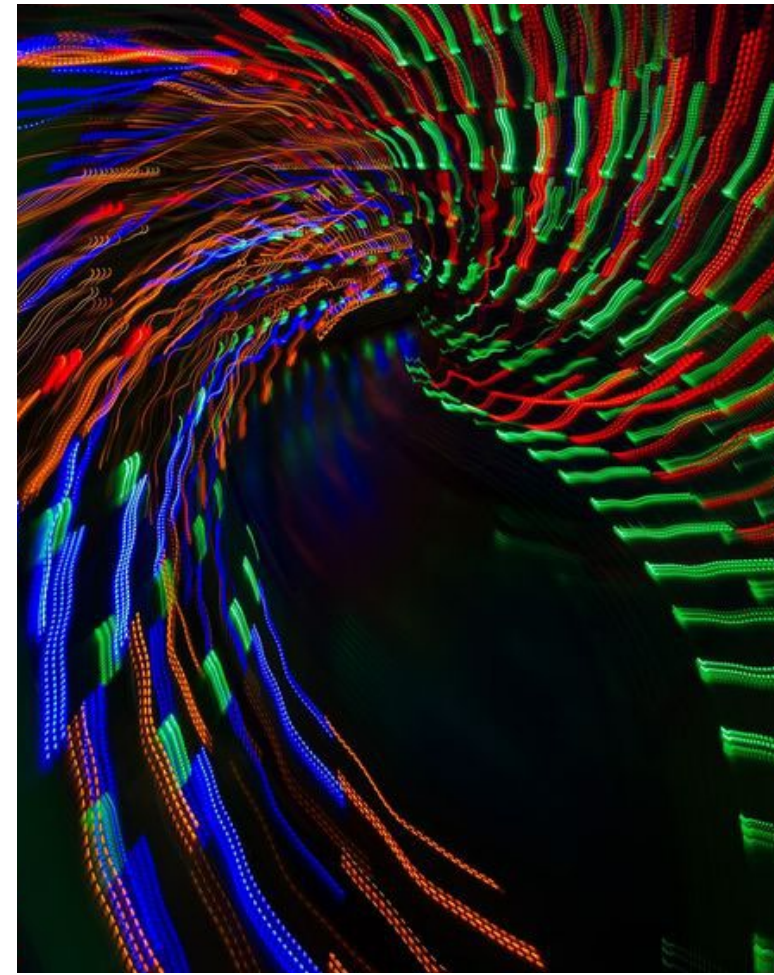
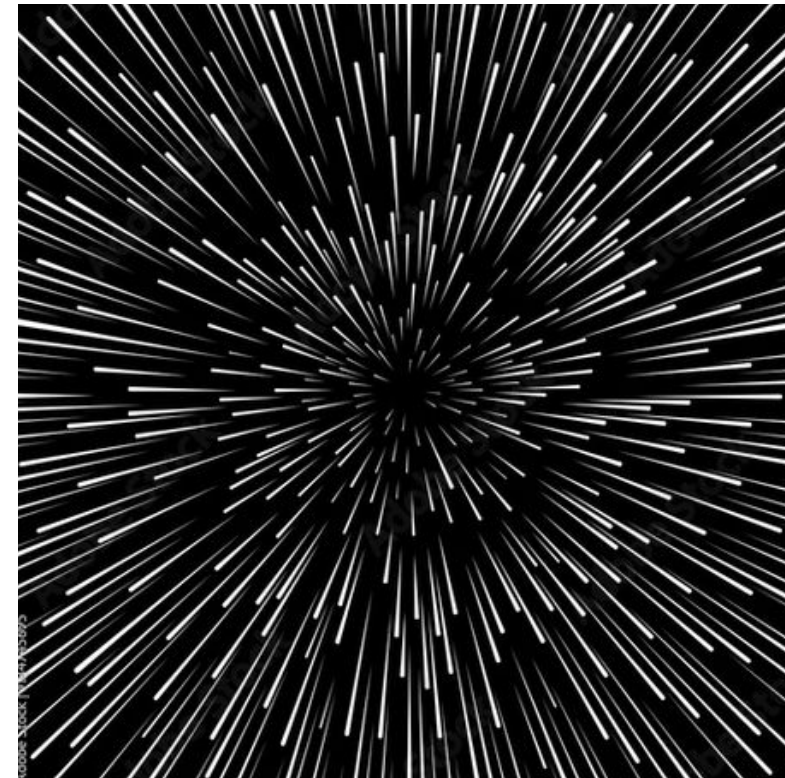


FLOWING

SS23



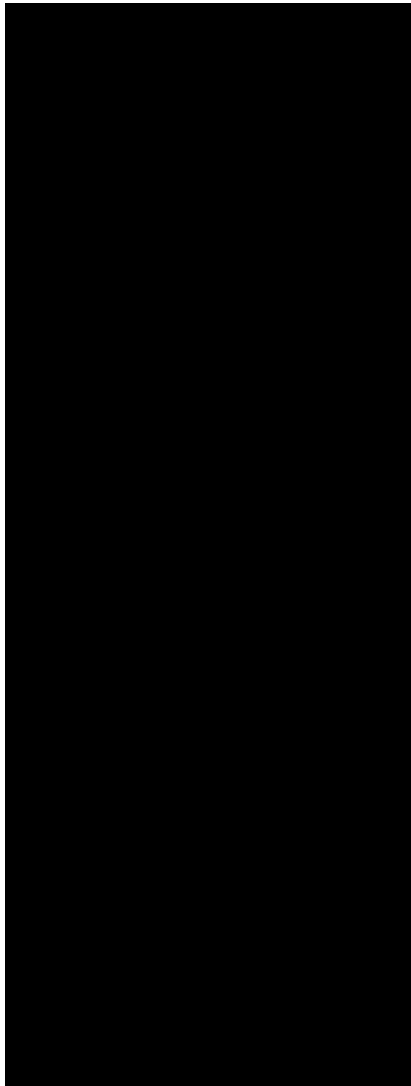
FLOWING: MOOD AND COLOURS



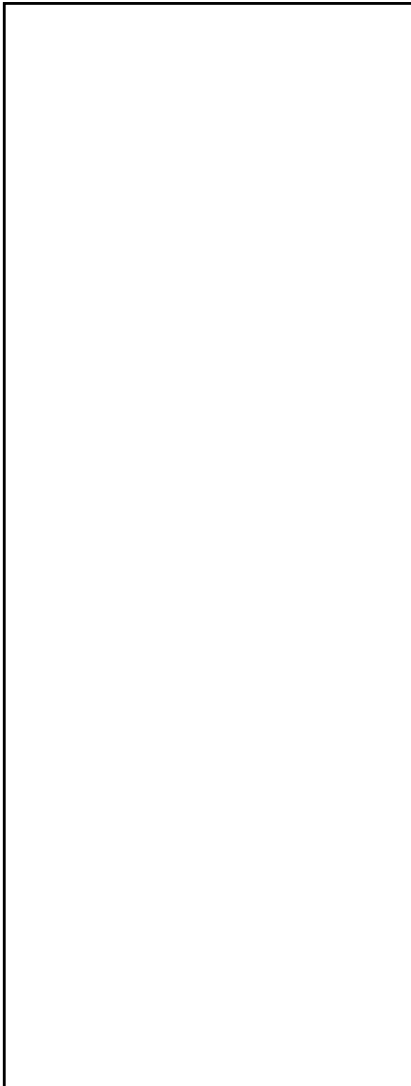
SS23



FLOWING: PALETTE



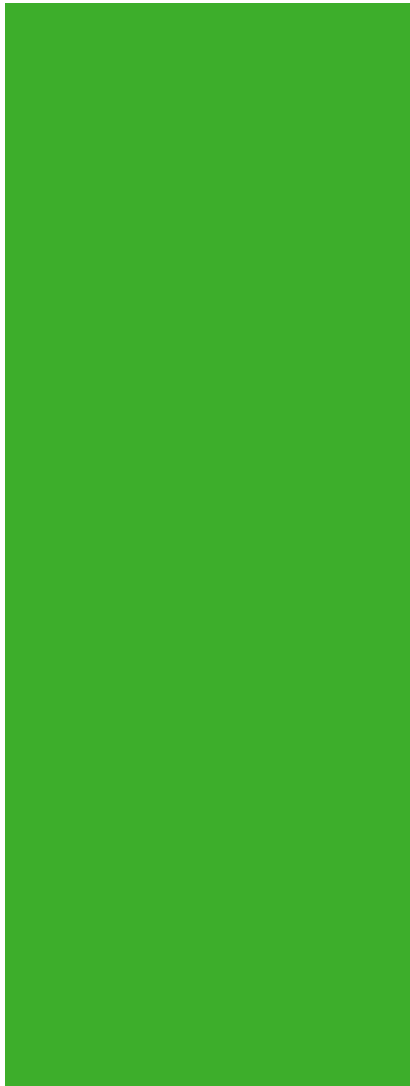
BLACK 003



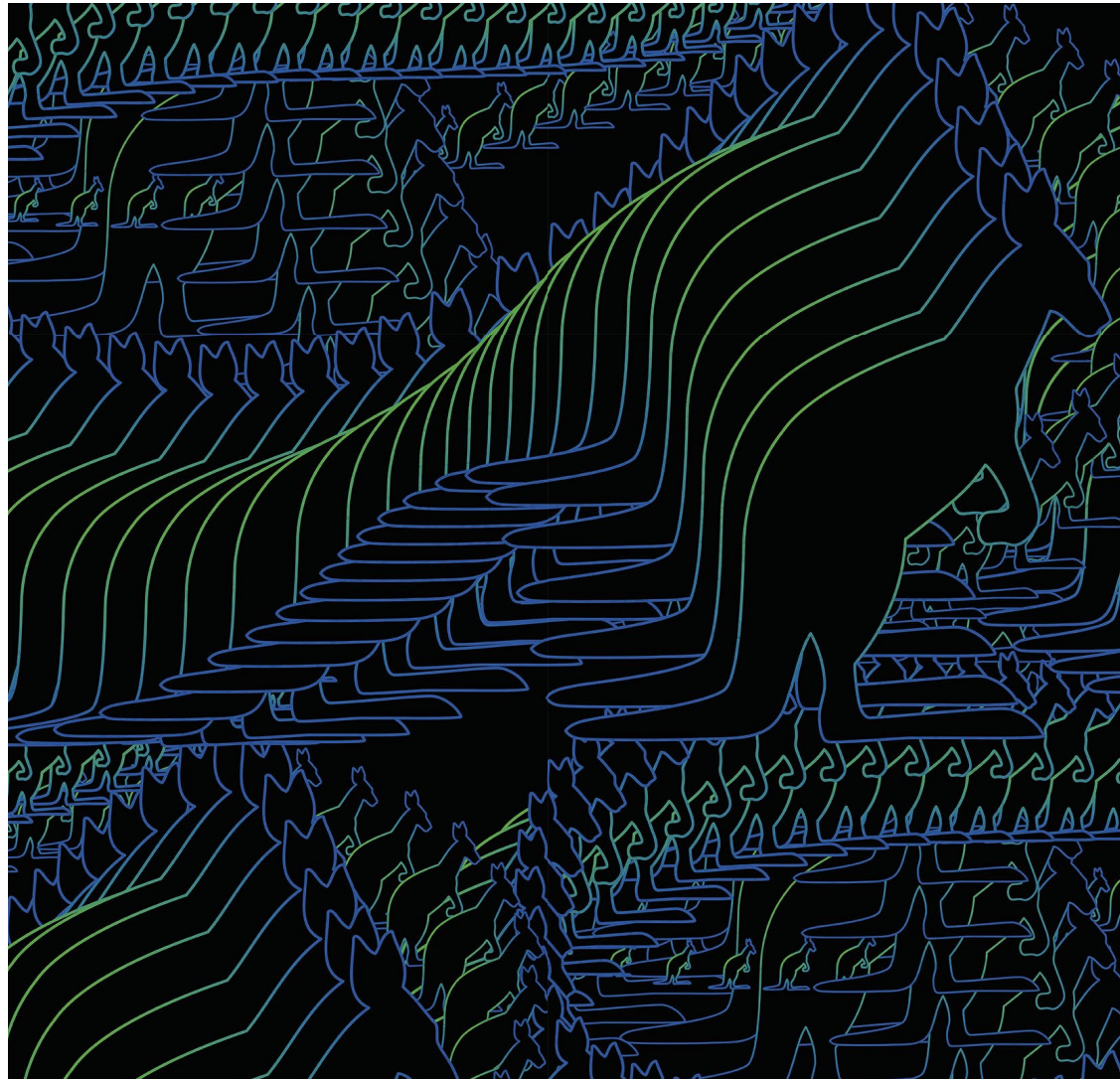
WHITE 002



PERIWINKLE 302
PANTONE 7673C



KAWASAKI 316
PANTONE 361C



FLOWING ALL OVER

FLOWING: GROUP

HUCGC0036
 C.001 T.733
 GIACCA SMASH
 FLOWING

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

HUCGC0037
 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

HCUSH0014
 C.316 T.030
 SHORT SMASH
 FLOWING

DIS.733
 FLOWING

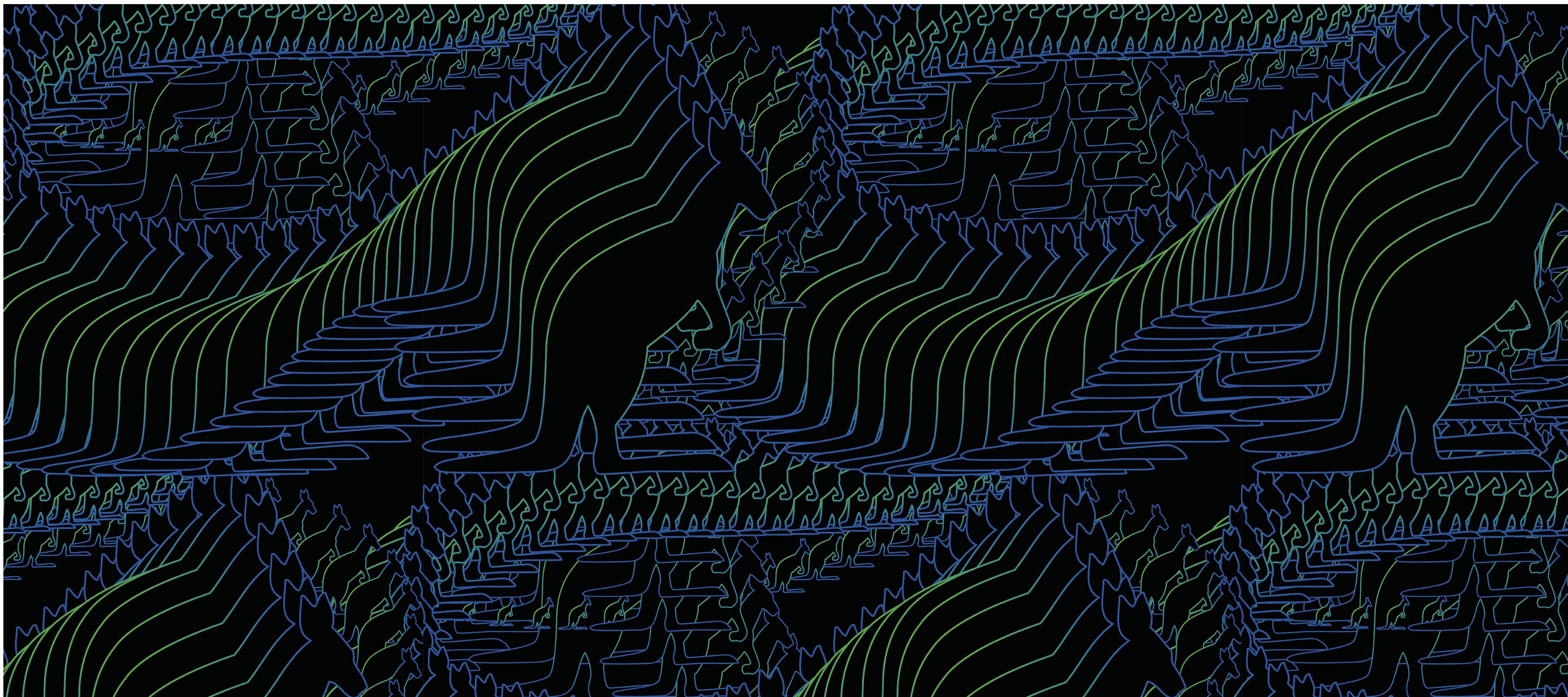
003 **002** **302 PERIWINKLE** **316 KAWASAKY**

Australian
HARD COURT
FLOWING
HARD COURT 2
SS23

SS23

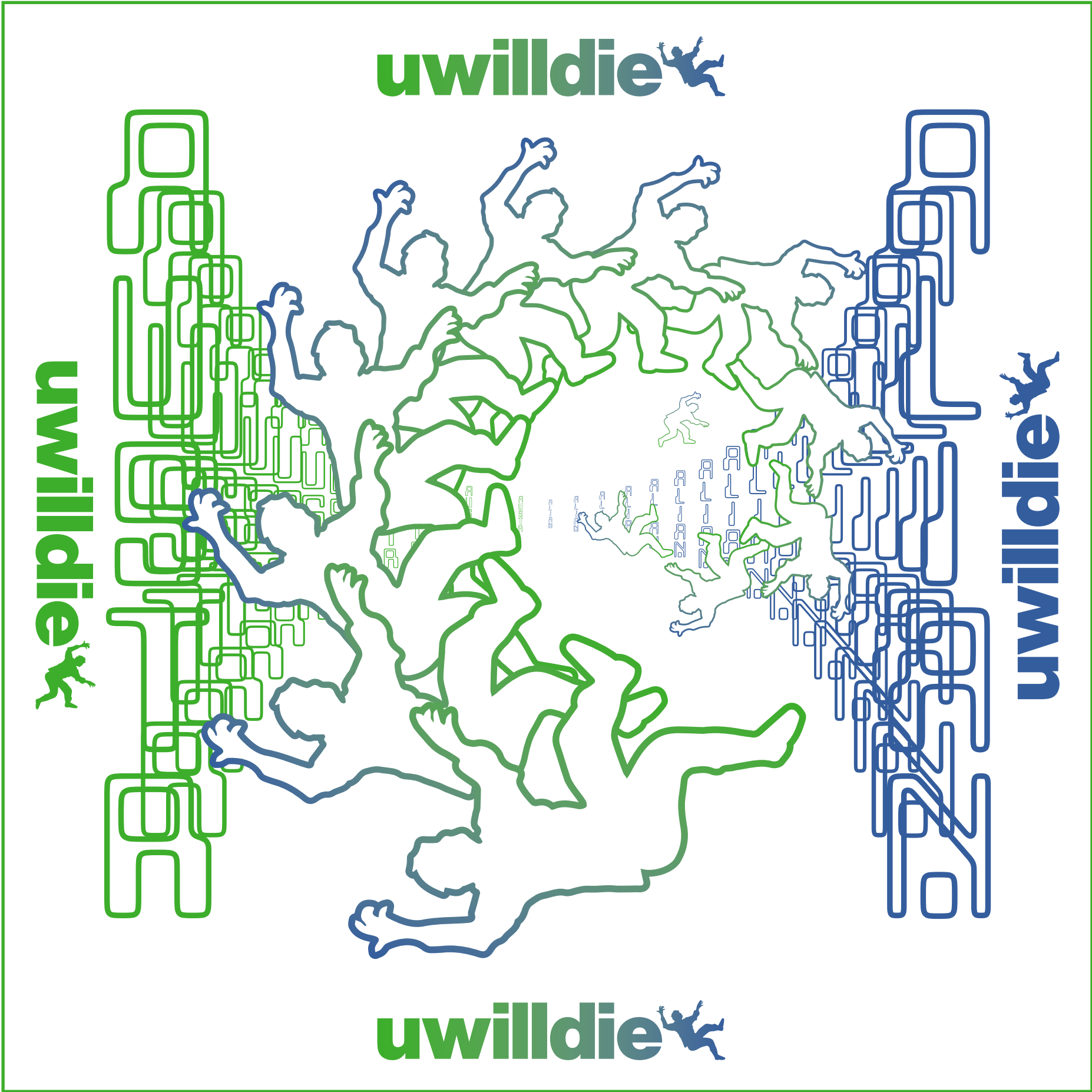


FLOWING PRINT: ALL OVER



FLOWING SERIGRAPHY PRINT

UWILLDIE23



ZOOM

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



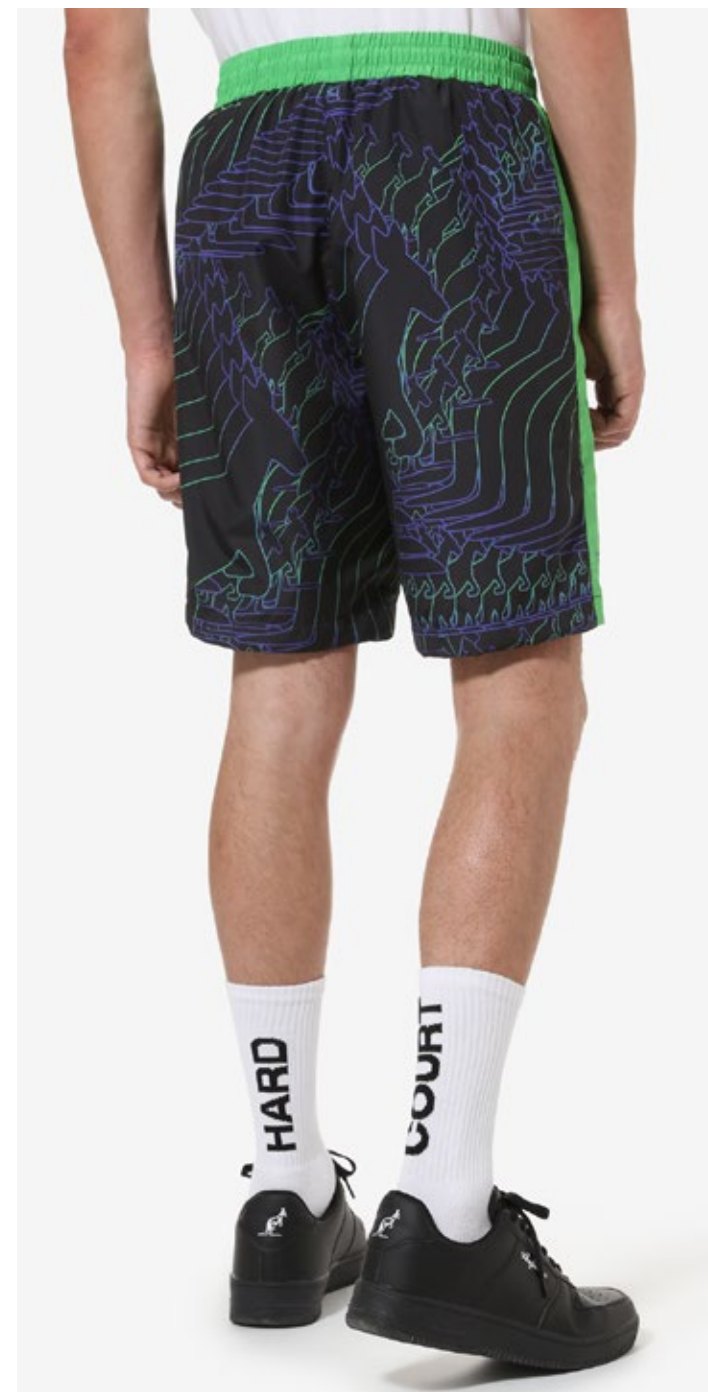
T-shirt con stampa serigrafica sul retro.
Logo serigrafia davanti in centro.
Regular fit.
Made in Italy

*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.
Inserito 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



Pantalone 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



HCUFE0061 - 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



Pantalone in felpa
Inseri laterali in tessuto "smash" superleggero stampato all-over sublimatico.
Cuciture a toppa davanti.
Elastico al fondo
Logo serigrafia.
Made in Italy

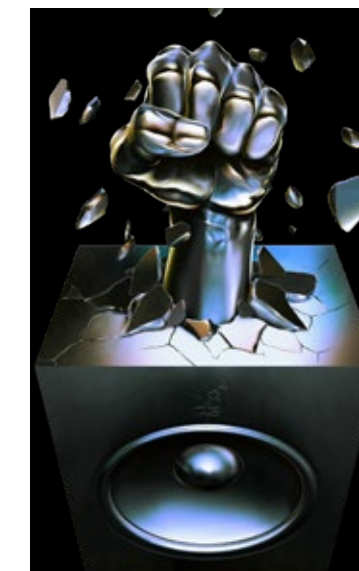
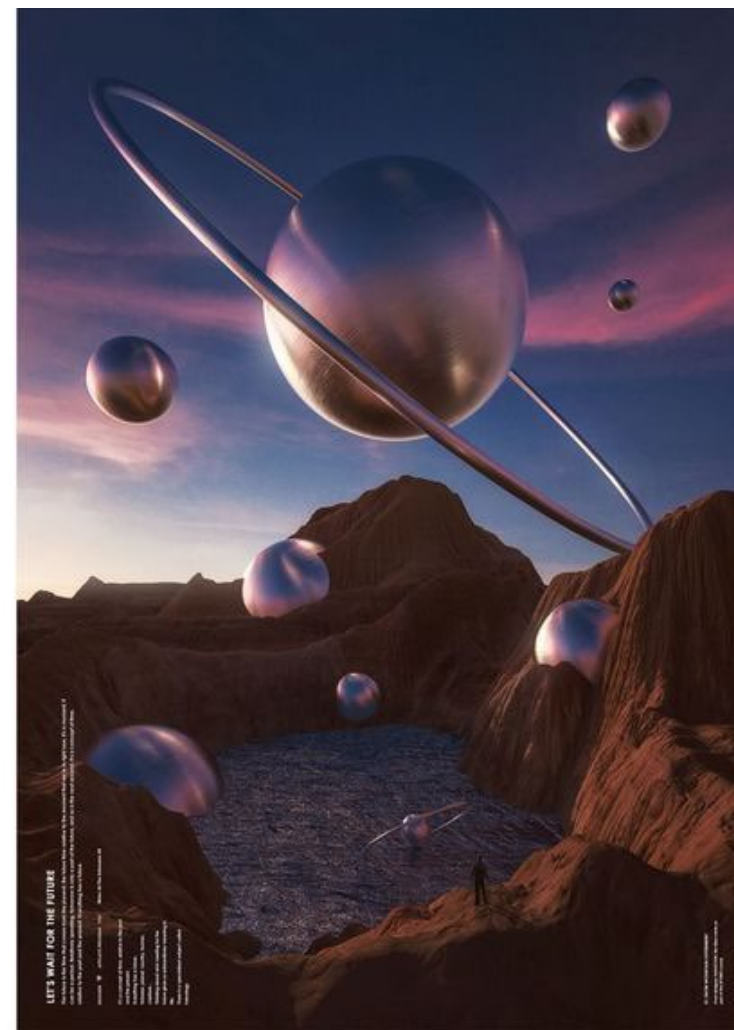
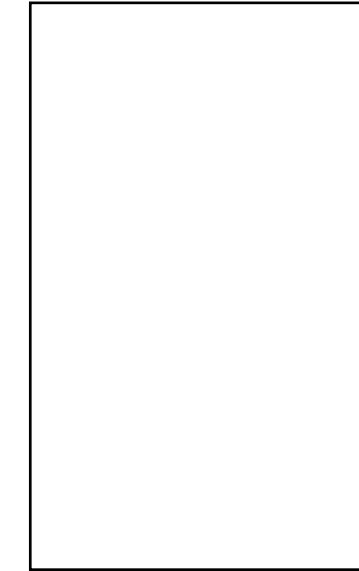
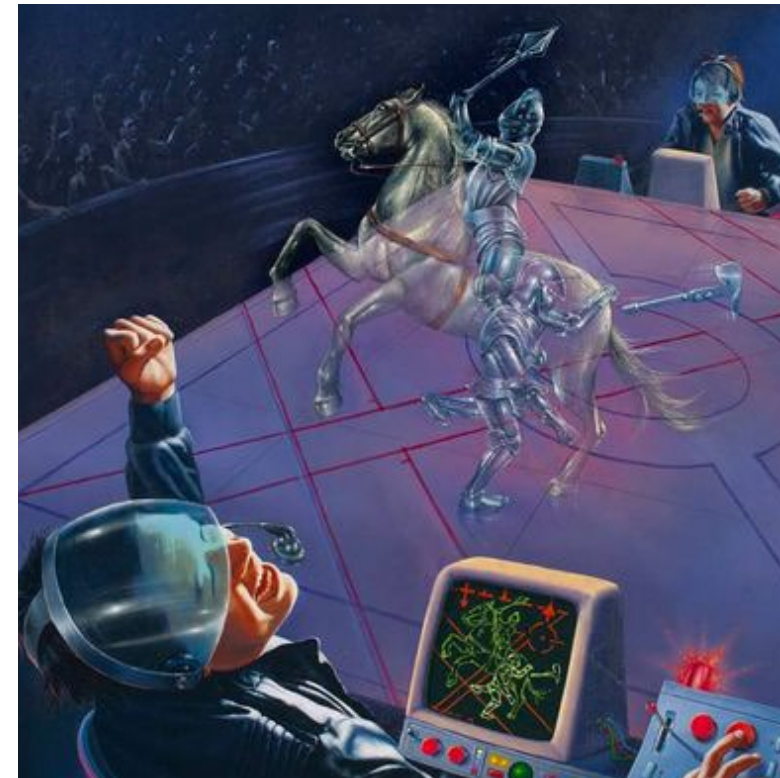
*Fleece trousers
Side inserts in "smash" fabric super light printed sublimation all-over.
Patch seams on the front.
Elastic at the bottom
Screen printing logo.
Made in Italy*



HC

PUNCH

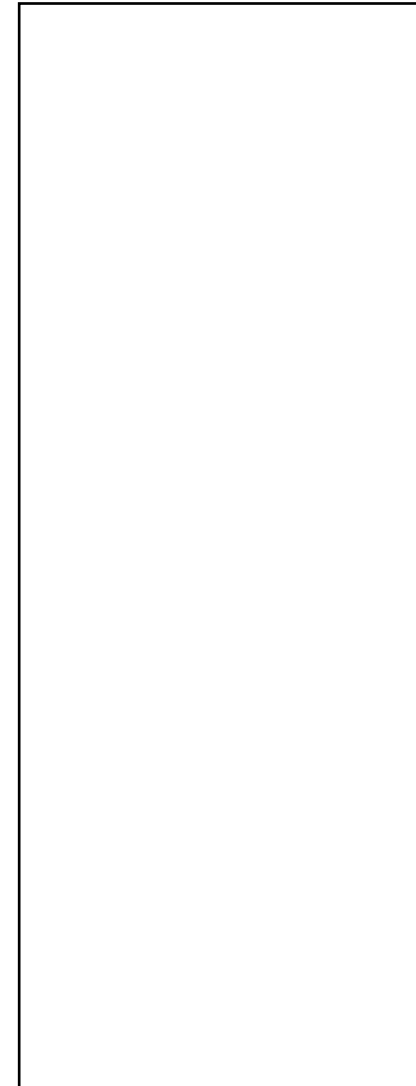
PUNCH: MOOD AND COLOURS



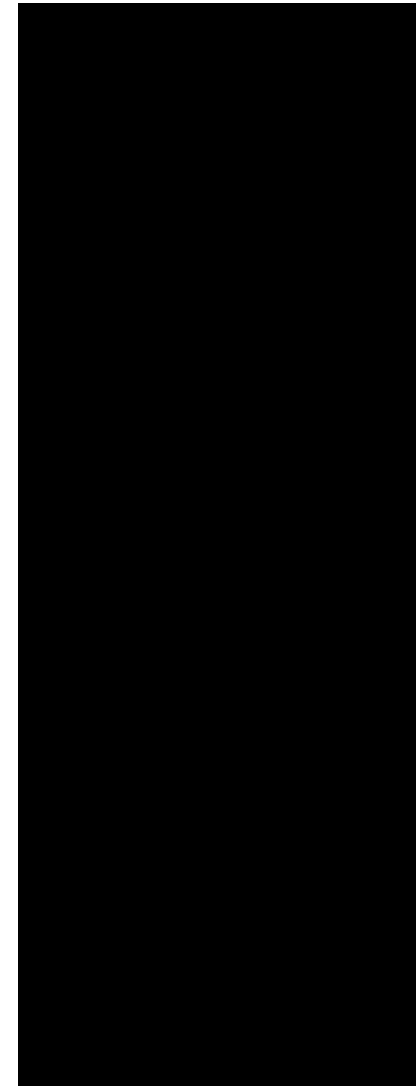
SS23



PUNCH: PALETTE



WHITE 002



BLACK 003



PUNCH PLACED

PUNCH: GROUP



HBUGC0038
C.003 T.030
GIACCA SMASH
PUNCH

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

HCUFE0062
C.003 T.030
HOODIE COTONE
PUNCH

HCUPA0025
C.003 T.030
PANTALONE SMASH


HCXCZ0002
C.002 T.ACC.
SOCKS

HCXCA0008
C.003 T.030
COTONE

HCUSH0015
C.003 T.030
SHORT SMASH

DIS.738V.001

003 002

 Australian
HARD COURT
PUNCH
HARD COURT 3
SS23

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



HCUFE0062 - 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*