



## IL SISTEMA DEGLI OGGETTI

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"We need to acknowledge that the concept of collection (from Latin colligere = to chose, to pick) is far from the concept of accumulation. The most basic level is the accumulation of materials: e.g. the hoarding of old papers, stockpiling of food... then comes the serial accumulation of identical objects. Collecting tends towards the cultural... while maintaining their own interrelation, the collected objects introduce social exteriority, human relations, into process."  
J. Baudrillard, THE SYSTEM OF OBJECTS, 1968

Caterina Coccioli, Anna Lottersberger and Alessandro Manzi are the founding designers of IL SISTEMA DEGLI OGGETTI. They knew each other in 2002, sharing the passion for iconic-dresses, symbols of fashion, the 'uniforms', the quest for particular fabrics and yarns, for texture and deep colors.  
After 6 years Caterina Anna e Alessandro realize their vision into the fashion brand IL SISTEMA DEGLI OGGETTI.  
In 2009 Caterina Anna e Alessandro present the first Collection both for Men and Women, in partnership with a network of Italian craftsmen.

### THE BRAND IMAGINE

IL SISTEMA DEGLI OGGETTI literally "The system of objects" owes much to the homonym book of 1968 from Jean Baudrillard. The symbol and logo of the brand must be a flint, the first man-made object of history.

### THE VALUES

The mission of IL SISTEMA DEGLI OGGETTI is to build a 'system' of fashion icons, re-inventing and re-proportioning the historical ones: parka, biker jacket, kimono, blazer, with the typical designers' methodology.

IL SISTEMA DEGLI OGGETTI has three primary values:

. Everyday uniform: daily recurrences, tainted by codes and technical features from uniform world, over the army meaning. No 'Mess dress', no need of ceremonies or special occasions.

. Fascinating ordinary: daily nature is fascinated by the extraordinary elaboration of proportions, fabrics, colors, printings, seams and other finishings. The history of the single item merges with the personality of the purchaser, emphasizing his own well-being and fulfillment.

. Sex- Sense : universal garments-patterns, due to male and female physique, elating the body without exhibitionism or useless eccentricity.

IL SISTEMA DEGLI OGGETTI introduces itself as a young contemporary brand, high-end positioning for a target of male/female adults, completely aware, with a personal and full-grown style, searching for an easy feeling. The collection is for who wants eternal garments, to be proud and enthusiastic of.

### 2011 SPRING - SUMMER MEN'S COLLECTION

IL SISTEMA DEGLI OGGETTI is deeply digging into the world roots, into the cradle of civilization. Between Primitivism and tribal universe, between Africa and Palaeolithic.

For SS 2011 Men collection, IL SISTEMA DEGLI OGGETTI takes its Icons, and propose them in new, especially technical and sophisticated fabrics.

PARKA is the milestone. 2 Sizes: the Classic and the sorter one. 3 materials: Chintz Nylon, Iridescent Cotton and Abaca (men-made linen). Then Blazer, Dalmatica (long shirt with string in the back), Scolta (Explorer shirt), Braghe (engineered shorts), the Sac backpack.

As a 60's Anthropologist got lost in Black Africa. Shapes are squared and defined. The structure of the garments are empathized. Pastel colors (sand, ice, lime and taupe) are mixed with strong colors from ritual masks: white, blue and magenta.

For the printing a masks camouflage pattern. Also the iper-classical T-shirt is covered by the same ceremonial masks.

The man of S/S 2011 is strong, adult, adventurous, dauntless, sporty and self-confident. He searches and researches, until he blends Parka and superlight shirts, Blazer and Sac; natural and technical fabrics like Abaca and Waxed cotton.

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