



THE GENESIS. WE ARE OUT

# THE GENESIS WE ARE OUT

Our generation is constantly seeking forms of representation where we can possibly belong.

In a world where all is torn and fractured, LABORATORIUM reflects the needs and the mood of its time, without imposing rules and additional boundaries but simply establishing itself as an ally of this generation.

Within his intention, the founder and Creative Director Davide Pigazzi, aimed to celebrate his generation and to find through his designs the perfect balance to interpret this sense of freedom bonded with awareness and sense of responsibility.

**LABORATORIUM it is a brand of our time, made for our time.**

The high-end street wear collection of LABORATORIUM is created and designed in Berlin, established in 2019 and made in Italy.

The SS20 is named “ The Genesis: We are Out” setting both the start of the brand and its Manifesto.

The patterns and cuts are simple, tailored to follow the form of the body and to enhance its best shapes

# LABORATORIUM EXPERIENCE IT

High-quality silk, cotton and leather, are the foundation of fabrics used to create this collection.

“Proportions and wearability, without forgetting the character “ is the motto. This is expressed with the strategic placement of the LABORATORIUM logo applied along functional parts of each garment—not only catching the eye but providing a tactile connection with the wearer.

A carefully curated color pallet was chosen: white, black and yellow. The simplicity of each hue embodies the disposition of the brand

“be simple, but significant.”

Black: the intense expression and intersection of all feeling, resulting as the most complex and sexy color.

Black is sexiness.

White: pureness, innocence, and wonder. Able to draw to itself attention, and an unyielding attraction from others.

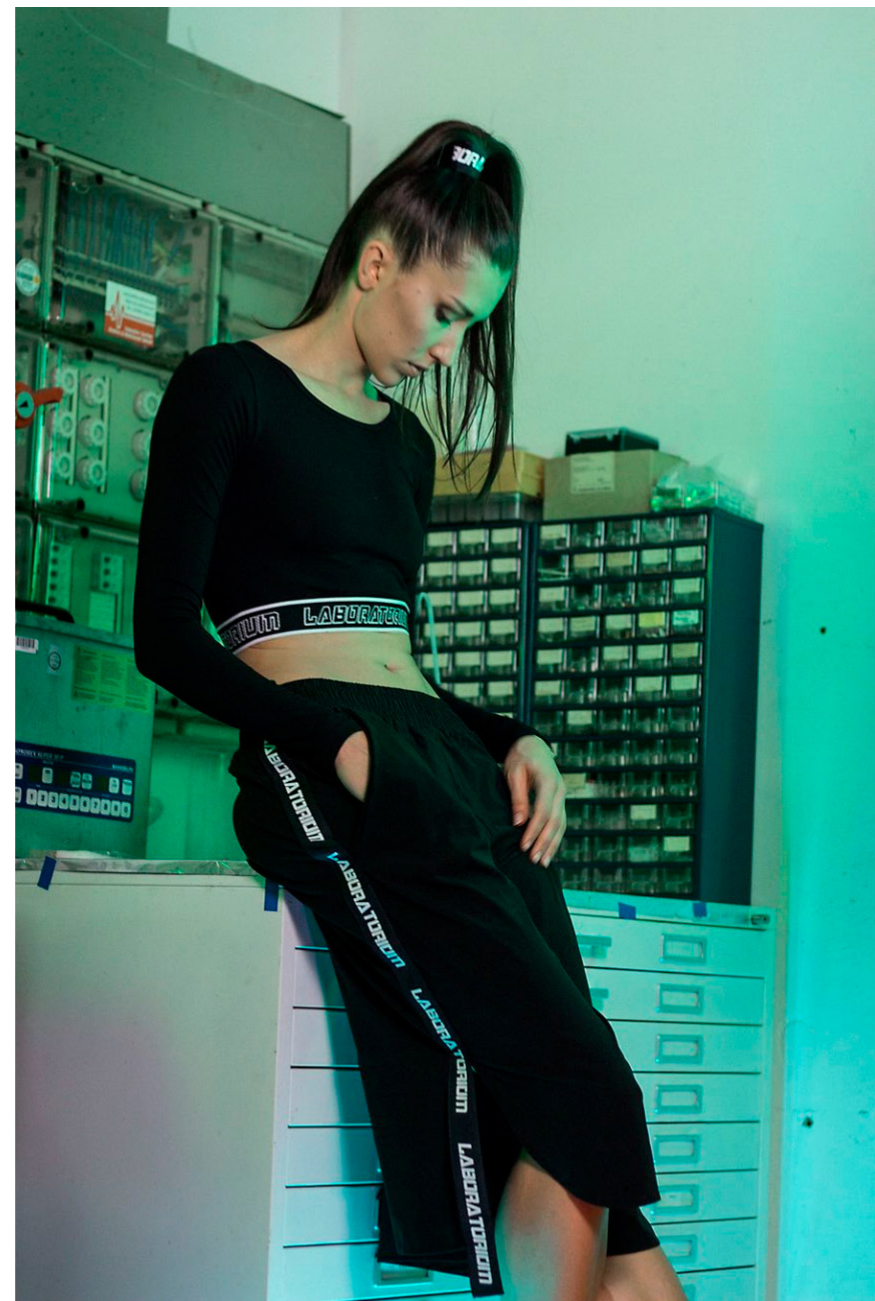
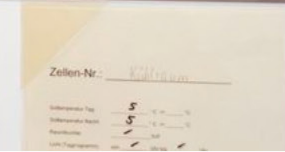
White is attraction.

Yellow: the boldest color choice, it is irreverent, nihilistic and rejects all principles.

Yellow is freedom

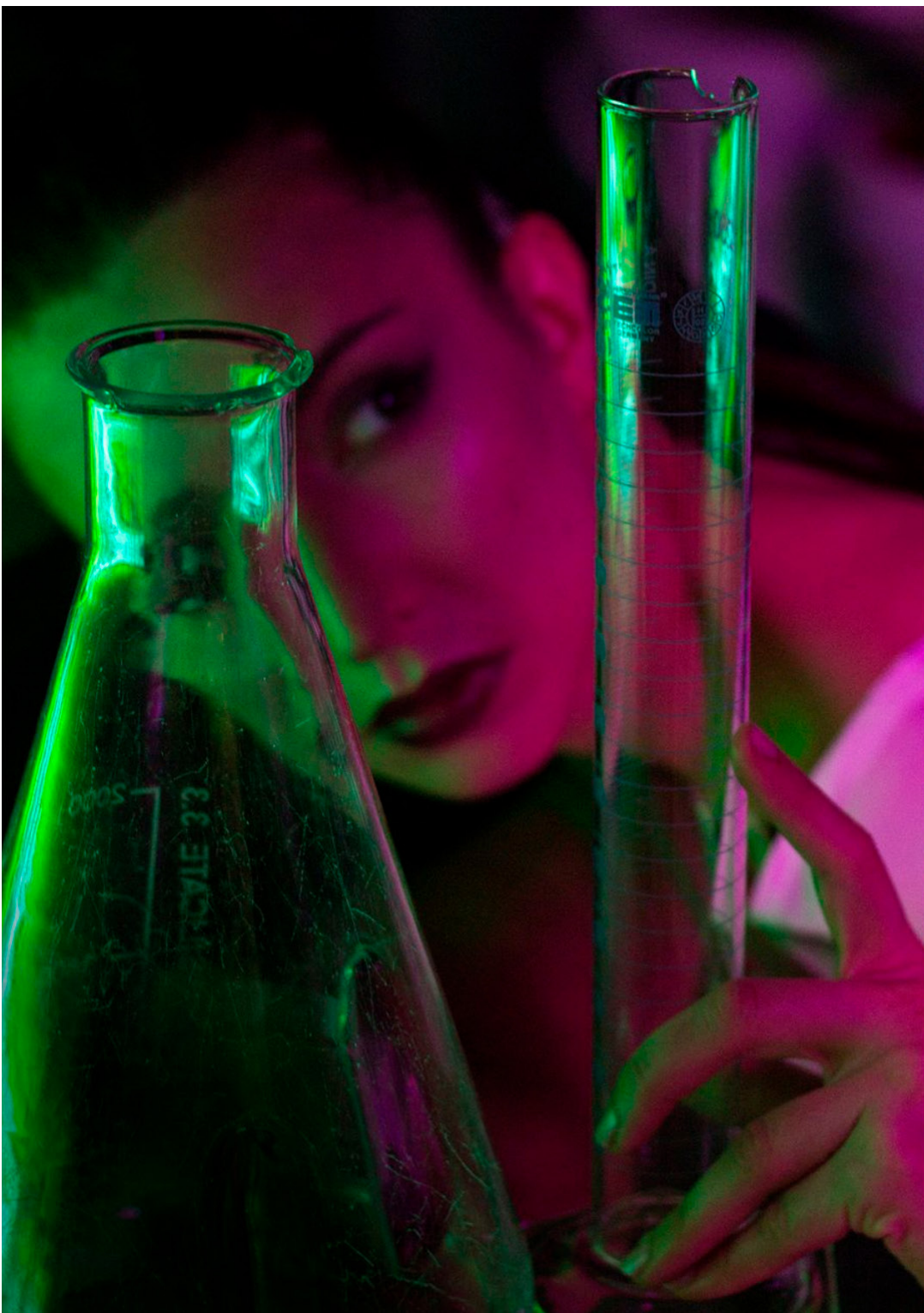


**THE EXPRESSION  
OF YOUR WISHES**

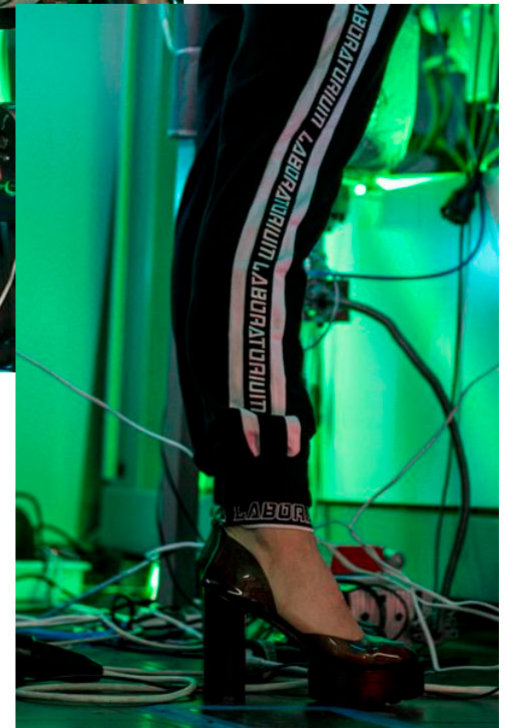


**LABORATORIUM is not only for clubbing but also to accompany our generation through their daily challenges.**





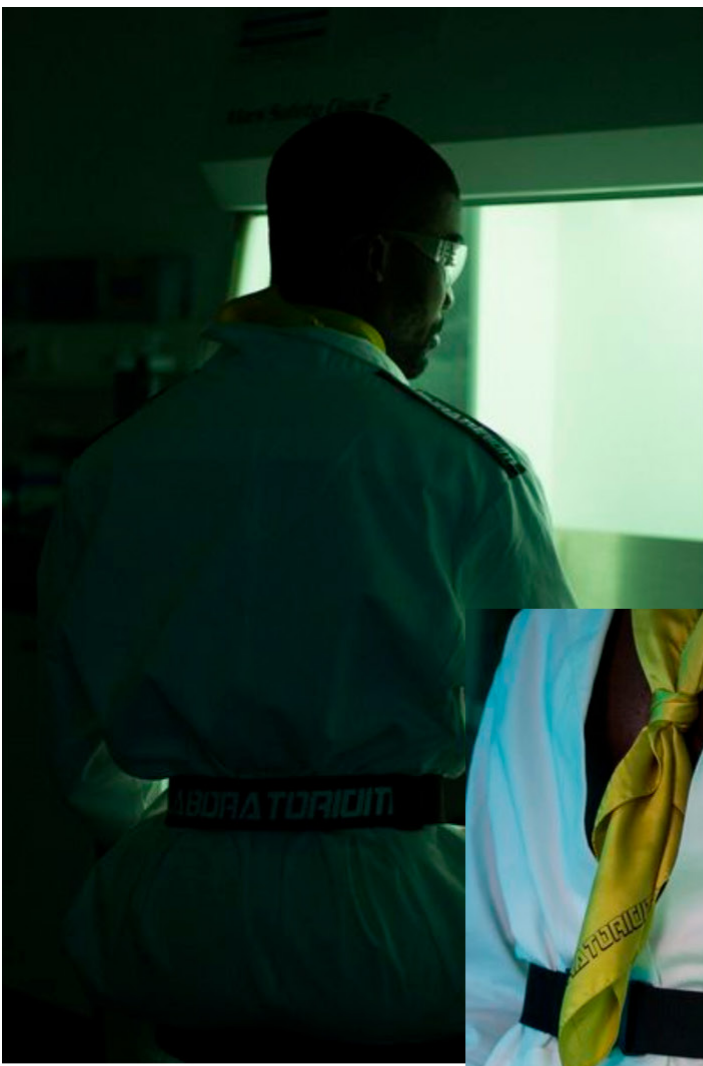
**A generation of duality  
which revels in the  
immersion of  
club nights  
while  
amalgamating positions in  
society which shape the  
world we all share**

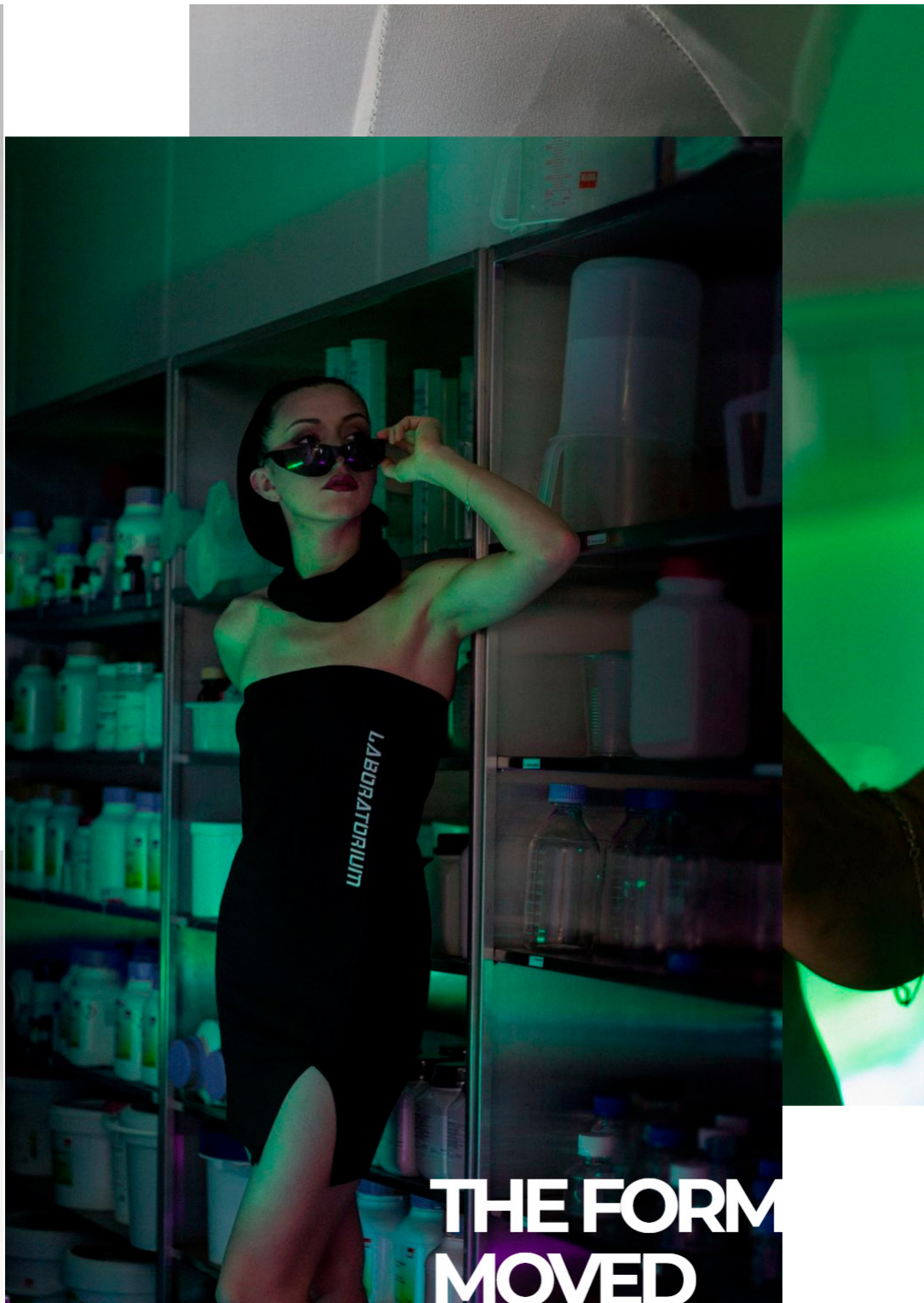






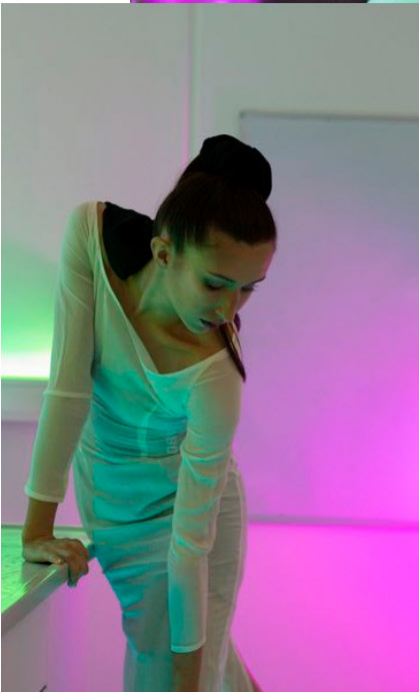
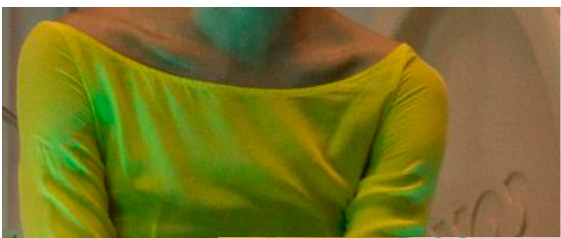
**The material had a form.**



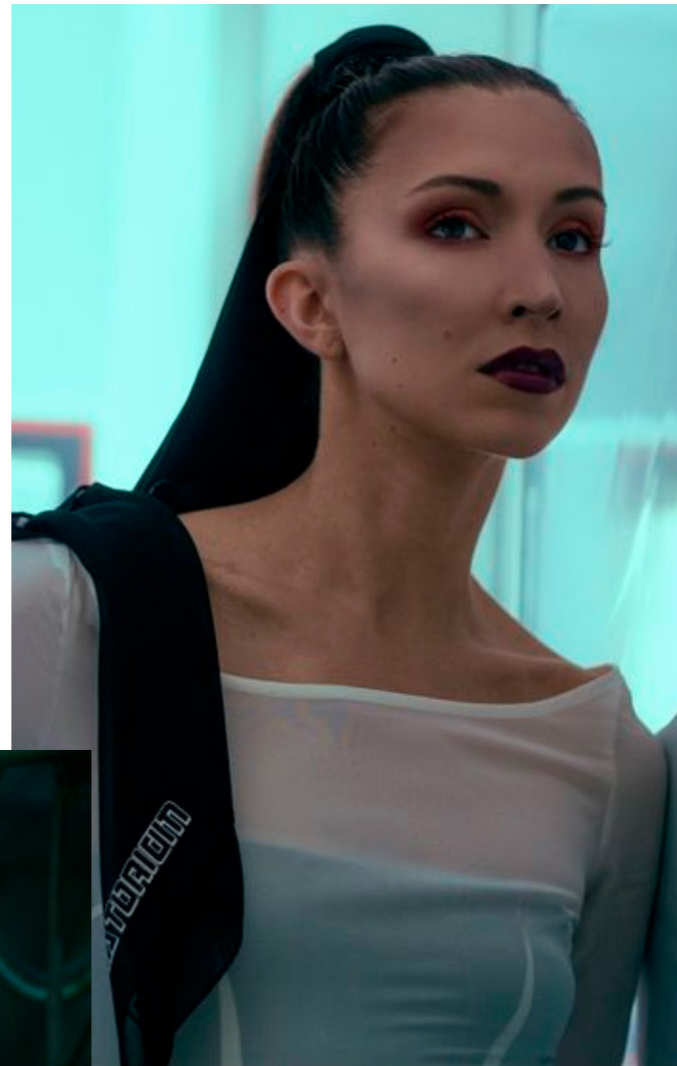


THE FORM  
MOVED











## CREDITS

### Photography

Victor Luque  
IG: @don.victor.luque  
Victor-luque.com

MUA  
Mario  
IG: @planetmario

Contributor.  
Sacha Cesana  
IG: @sacha\_cesana

Styling  
Davide Pigazzi

Location  
@FU Berlin  
Physics Department

Model:  
Lia Kamedi  
IG: @liakamedi

Michael Solomun  
IG: @mrsrs12

LABORATORIUM

mail: [davide.pigazzi@gmail.com](mailto:davide.pigazzi@gmail.com)



@wear.Laboratorium



