



103a5TM
iNdividual Lifestyle

brand book



Nowadays a lot of companies are affirming "Made in Italy" production, but most of them are producing mainly abroad and sometimes not even the "Made in Italy" label is produced in Italy. It is time to re-invent "Made in Italy" and to bring it into line with the new millennium.

Ideas is a 100% Italian brand based in the north of Italy near Milan. We are constantly inspired by our Italian cities, their colours, traditions and lifestyle.

Based on these images we design, develop and create our products that are totally and 100% "Made in Italy". Products inspired both by ecological lifestyle and the designer world.

From status symbol to iNdividual Lifestyle

iNdividual Lifestyle is a dynamic and active way of living. It is for those people who cannot accept being part of the mass population but just want to be themselves expressing this concept in every possible way, even with a bag. People who are not interested in following the trend setters of big brands but more

concerned of expressing themselves individually, freely mixing various styles and details as they feel.

iNdividual Lifestyle is uniqueness against homologation.

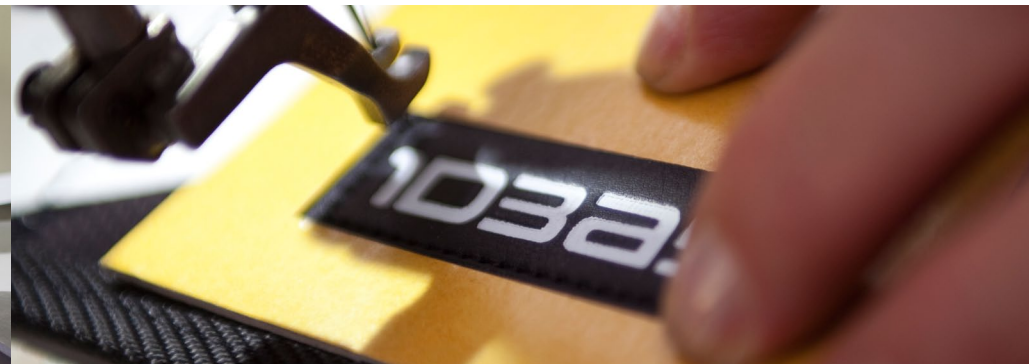
Re-invent the relation between fashion and you

We allow design leaders to create trend and fashion. Nowadays it seems that the big fashion names are dictating how we should be. We think the opposite. It is the people, with their moods, tastes and lifestyles that create fashion and tendencies.

With this in mind, we don't want to produce series of identical products but unique ones. Everyone should have the possibility to choose his only product, with the right to choose colour and shape fitting to his own way of life. Buying an Ideas product you are a 100% sure that no one else will have the same bag. It is, in other words, a product made especially for you.

Innovate the tradition

Quality is not enough. Nowadays you feel a product, a brand as a new one only if behind the item itself you can feel a kind of innovation in terms of style, material and concept. Innovation is for us to be able to look to an object or a material as it was made for something else. With this intention we approach PVC banners as a possible tissue for our bag and so we recycle them, clean them and with the help of designer and hand made work we create Ideas bags.



Imperfection as an added value guaranteeing unique design

Thanks to the materials used and to craftsmanship of the production process, every Ideas is therefore different to all others, each with its own imperfections, burrs, cracks, discoloration and cuts.

Who identifies with Ideas loves to surround himself with unique things that can fully represent his own complex identity, with the virtues and flaws that distinguish and describe his personal experience. As with each person, the imperfections are therefore not considered defects, but the signs of authenticity and humanity that amplify the sense of belonging, so does Ideas.

Evergreen collection

We don't follow the commercial way of creating a season collection because all the available colours, graphics and models make this concept obsolete.

We have an evergreen collection suitable both for winter and summer period.

The web as the most important showcase

In what we call the "old trade" there are a lot of professional aspects to respect such as payment, sales agents, distributors and resellers. Every middle man has to be covered and it is the final customer who usually pays these expenses.

We just want to avoid all of this and offer you a product at lower cost.

That's why we decided to sell mainly through our web site www.myideas.it and in very few selected fashion stores.

From advertising to *altvertising*

Alternative ways of communicating is our style. Instead of the traditional methods (magazines, newspapers ecc.) we take great care and pay much attention in creating and inventing events combining art, design, music, dance and all various expressive art forms considering carefully all these aspects in the creation and realization of our products.

Ideas is a unique challenge to the mass-market, to the Made in Italy of old generation, to the devalued fashion system.

Ideas is iNdividual Lifestyle.

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