

SONNE UND FLEISCH MERCHANDIZE

SEASON II: PATRIARCHY

THE MISSION

The second generation of the Sonne + Fleisch merchandize should follow the idea of “narrative fashion” (or conceptual fashion) in a way that it both tells a story through the usage of material, production or printing techniques and at the same time produces items that are wearable and desirable. The name or motto of the second season should be catchy, inspiring, provocative, deep, etc. at the same time while keeping the cool and the ease of a fashion drop. IOW ideally the whole concept should oscillate somewhere between profound ambivalence, sheer provocation and name dropping.

Therefor the Season II Sonne + Fleisch drop will consist of the combination of a **choker** a **special t-shirt with internal and external** prints both linked to the concepts of PATRIARCHY.

THE CHOKER

Patriarchy

Who's choking ya?

“Can you feel that grip on your throat? That constant drag pulling you down, putting you down at every chance: at the office and when you're out there walking the streets just trying to relax. Its choking you and making you breath heavier and heavier until you forget about everything else and there's only one thing you can think about...

p a t r i a r c h y -

sonne + fleisch's original choker.“

THE SHIRT

A black L-unisize t-shirt will be produced. Internal Print: “**PATRIARCHY**”. External Print: “**Sonne +Fleisch.**” The Internal label reads “**IRREVERSIBLE**” or “**WHAT WAS SEEN CANNOT BE UNSEEN**” and shows a predetermined cutting point that will turn the label sharp, scratchy and uncomfortable to wear once cut off.

THE VIDEO – SCENPLAY

INT. GIRLY BEDROOM – DAY

A young teenage girl wearing her Sonne + Fleisch tee in her Avril-Lavigne-styled bedroom with posters of popstars hanging on her wall looks into the camera and starts speaking.

GIRL

Maybe you can't see it on the surface but
it's there, deep inside of us.

She takes off her shirt and turns it inside out. Now the «Patriarchy»-print is facing the camera.

GIRL

Once you make it visible you can never
unsee it again.

She reaches the label with the IRRIVERSIBLE-print behind her neck with the left hand to cut it off with a pair of scissors in her right hand. The cutting motion bears resemblance to the process of castrating a man.

EXT. PARK – DAY

The girl is wearing the shirt with the Sonne + Fleisch logo facing outwards while taking a walk in the park, feeding swans, enjoying herself etc. She appears to be happy at first until we find out that the cut off label is pricking at every movement. She starts to explain:

GIRL:

... And later you try to move on with your
life, you will still always feel that
itch, that twitch and that twinge at every
move... its patriarchy...
you start to wear it on your chest ...
like a battle cry, like a declaration of
war, like a sign of your enlightenment,
like your personal body amour...

She stops walking and starts to look into the camera---
deeply, tenderly.

GIRL
...to keep the things you love the most
protected from a cold and indifferent
world.

Y2K-style Animation: We see the rendering of the t-shirt,
turning inside out so that PATRIARCHY faces the front – while
an animated heart is beating next to the internal Sonne +
Fleisch print in the rhythm of the 2000s techno-style
background music.

GIRL (VOICEOVER)
(with a thick American accent)
THE SONNE UND FLEISCH PATRIARCHY TEE
GEMEINSAM IST NICHTS VERBOTEN.

THE PHOTOGRAPHY will be showing the topless torso of young athletic bodies from
behind, with a red mark on the spot, where the cut off “IRREVERSIBLE”-label was
chafing their skin during the last years.