
INFERNO RAGAZZI

type7 stories



ir
inferno ragazzi

An Interview with the Inferno Ragazzi
founder Flemming Pinck by
Emil Pourkian from Emil's Garage

March 2021, Hamburg

ABOUT IR

In the heat of the glistening
Mexican Sun in Cabo San Lucas
- a legend was born.

IR INFERNO RAGAZZI - not
just a brand or a label or
anything like that. A lifestyle, a
feeling something we find so
hard to describe that we had to
name it. It's about knowing that
no matter where you are or what
you do. There will always be
someone to go absolutely crazy
with. It's about knowing that no
matter where you go you will
always tare up the party. It's
about knowing that you will
always have the best time ever
because you are with us. It's
about making the most of now
and the best of tomorrow.

No fake shit. No bullshit.
No full of shit.

Welcome to the family - IR
INFERNO RAGAZZI



Flemming Pinck
(Founder of
Inferno Ragazzi)





STOKED!

WHAT MAKES INFERNO RAGAZZI SO SPECIAL?

As a brand, Inferno Ragazzi (IR) stands for joie de vivre. No matter in which respect. It has always been our drive to create moments or products, where our friends, our community have a rad time. We at IR always try to be authentic, attach great importance to an open exchange, feedback from our friends and customers and are not driven by any market analyses or trends. We are always focusing on our gut feeling. This is unfortunately also very risky, but it has always been our goal to lure ourselves out of our comfort zone and discover the wide world. Money has never been our motivation. That's why we are exactly where we are today. We'd rather have fun and constantly invest in new epic moments than put money aside and buy things that don't make us happy.





Inferno Ragazzi HQ
Hamburg, Sternschanze

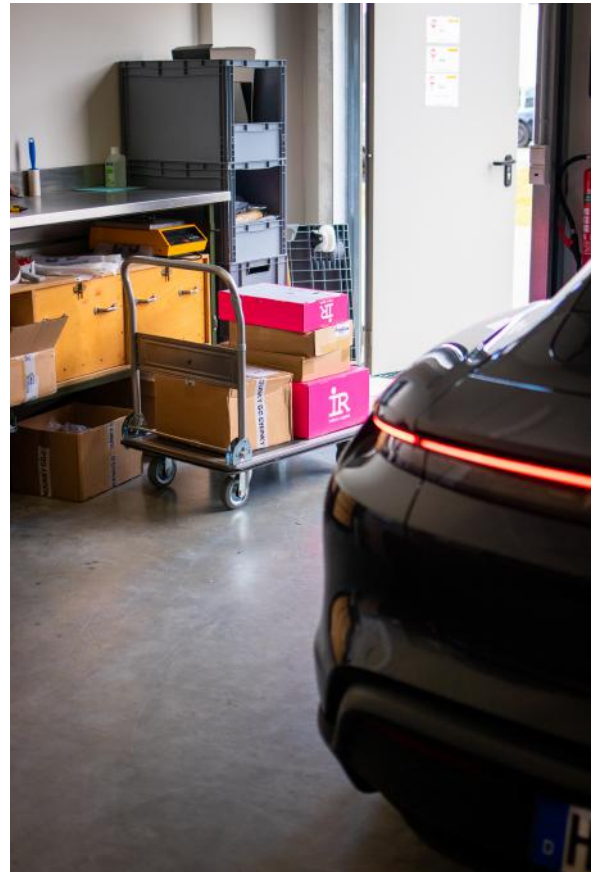
WHY DO YOU PLACE SUCH A HIGH VALUE ON SUSTAINABILITY?

Unfortunately our world has a lot of pollution. When we were in Bali, it was particularly noticeable. The beaches and landscapes are beautiful. But when you look closer you also see how much the island suffers from all the plastic. That was one of many eye-openers in the past. These themes are so present, you have to start thinking that way. Whether in private or in professional life. There are some brands in the fashion industry that are showing the way it can be done. Unfortunately, there are still too few of them. As a small fashion company, we have the opportunity to be flexible. Our polybags for example are made of corn starch. No plastic bags, but cardboard boxes. For our clothes we use organic cotton as possible instead of normal cotton or mixed materials. We moved on from our international suppliers to the European markets. Now our suppliers are based in Europe and are instructed to send shipments mainly by road instead of the usual airfreight. So it was only a matter of time before we also ventured into e-mobility. There is still a lot of room for improvement, but it is going in the right direction. Or how we would say: "Never perfect - always awesome."





Inferno Ragazzi Warehouse
near Hamburg, Germany



WHAT DO YOU THINK ABOUT THE SALE IN THE FASHION INDUSTRY?

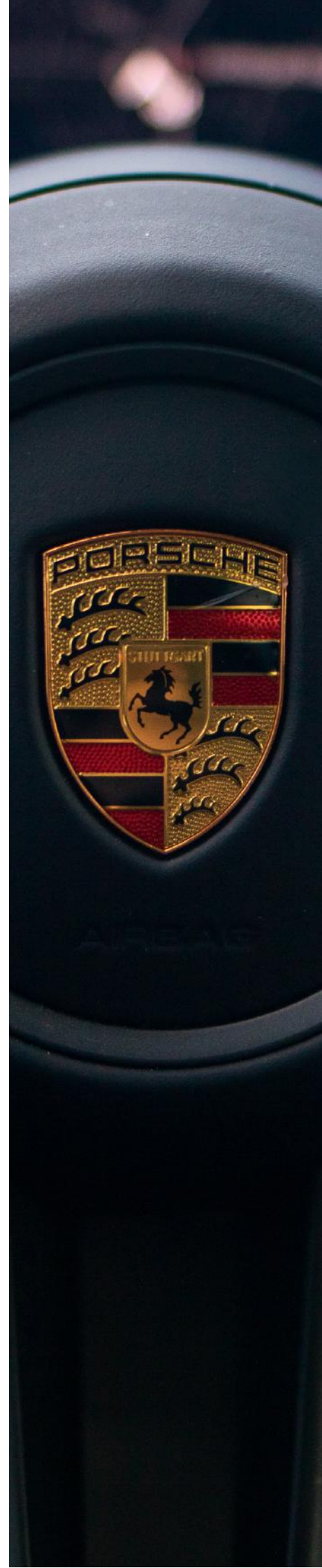
Many brands produce certain items in such large quantities, that they are stuck with their goods. And to counteract this, so-called „sales“ are launched to empty the warehouses for the coming collection. We, on the other hand, put so much detail and love into our clothes that we decided to never offer discounts to anyone anymore. Our clothes are highly limited, which ensures that we avoid overstocking.

On days like Black Friday we take part in campaigns that donate 30% of the proceeds to a relief project or a non-profit organisation (World Land Trust Organisation e.g.). Everyone involved benefits more from this instead of creating the incentive to buy things that may not even be needed.



HOW DID YOUR CONNECTION TO PORSCHE COME ABOUT?

My dad always wanted to make his dream come true and drive a Porsche. In 2003, he fulfilled this wish and as little kids, my older brother and me got to ride in his Porsche 911 993. To be honest, I personally didn't give a shit about cars. They were always too sensitive or in need of care. In contrast, my older brother is a real Porsche FAN! I have always driven junk cars in my life until they fell apart and got at most EUR 300 for the cars. For me, utility, space was always more important than driving around in a fancy car. Creativity was in the foreground. And today, thanks to Porsche Hamburg, I have all this in a Porsche Taycan on my doorstep. And I got it earlier than my older brother (hehe). I agreed on this great partnership, because Porsche Hamburg was open to go with my creativity. My Taycan also had to be different from other cars. Exactly according to my motto, to have something that others don't have. To always be different and stand out from the crowd - but with sympathy. Like Inferno Ragazzi. Like my choir of 70 men, where no one can sing. That's what it's all about. Creating things that can't be copied. Like my Porsche.





Interview:
Inferno Ragazzi x Emil's Garage
Flemming Pinck - IR
Emil Pourkian - EG
26.03.2021 - Hamburg, Germany

Interview & Story for
type7 - Ted Gushue & Nat Twiss

