

Toiletpaper & YOOX  
present  
**CONFUSION PARTY**

in partnership with Triennale di Milano

Milan, 12 April - For the second consecutive year, **TOILETPAPER**, the irreverent image-only magazine created by Maurizio Cattelan and Pierpaolo Ferrari, and **YOOX**, the world's leading online lifestyle store, celebrated Milan Design Week with the most exclusive and much-awaited party of the entire week, organized in collaboration with Triennale Milano.

**"CONFUSION"** was the buzzword of the **crazy and surprising event**, held on April 11: an evening that was completely paradoxical and out-of-the-box, as it usually is with Toiletpaper's parties.

Set up in the spectacular spaces in the Salone d'Onore of Triennale, the quintessential home of Italian design, the event saw a succession of unexpected moments, many concurrent parties that blended into one, which left the guests amazed and amused, in YOOX fashion.

Numerous international guests attended CONFUSION PARTY, welcomed by **Federico Marchetti**, Chairman and CEO of YOOX NET-A-PORTER, **Maurizio Cattelan** and **Pierpaolo Ferrari**, and **Stefano Boeri**, President of Triennale Milano, including: **Karim Rashid**, **Charlie Vezza**, **Fabio Novembre**, **Stefano Seletti**, **Barnaba Fornasetti**, **Stefano Giovannoni** and **Elisa Gargan**, **Job Smeets**, **Angela Missoni**, **Roberta Armani**, **Goga Ashkenazi**, **Carlo Capasa**, **Gaia** and **Beatrice Trussardi**, **Massimo Giorgetti**, **Andrea Incontri**, **Andrea Rosso**, **Barbara Berlusconi** and **Lorenzo Guerrieri**, **Davide Oldani** and **Evelina Rolandi**, **Ghali**, **Victoria Cabello**, **Simone Marchetti**, **Candela Pelizza**, **Tamu McPherson**, **Caroline Corbetta**, **Tea Falco**, **Beatrice Vendramin** and **Saul Nanni**.

With the purpose of subverting a predictable night, the theme of the evening was the lack of one, which gave rise to **an unexpected and ironic confusion of styles and references**: unknowingly, the guests received invitations with indications of different **dress codes** (*Wedding Crasher*, *Wanna Be Influencer*, *Cat Lovers*, *God Save the Queen*, *Sunset Boulevard*, *Lega Nerd*, *Midnight Cowboy*), and on their arrival, **they were greeted with surprise** by an announcer in period costumes, climbing the staircase to the regal sound of trumpets.

The celebratory (and instantly viral) collectible from the party were the *Made In Catteland*, *Confusion Party* x YOOX baseball caps, created exclusively for the evening and also made available in limited numbers on YOOX.

The evening was made even more irreverent and surrealistic by an unlikely mix of the **Oktoberfest mood** of the dinner, the cocktails served by **skaters in evening dresses**, the *photo-call* with sets of departing planes and the **video wall** with helium balloons. Several **street artists** and **an unconventional DJ-set** on a mobile console designed by Sergio Tavelli electrified the party and guests danced late into the night to the notes of a musical selection inspired by the most fun and exhilarating party of Milan Design Week.