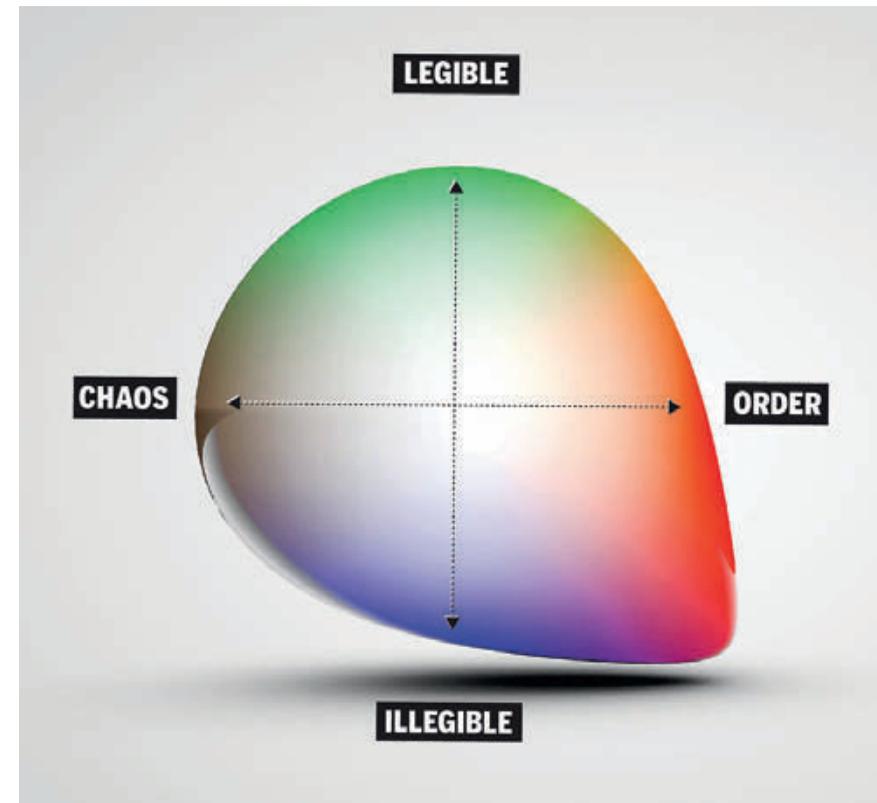




Y-3

For the 10th anniversary of his über-successful collaboration with the three-striped German sports giant, Mr. Yamamoto proposed sleek black suits and a look that's more uptown than sporty. But in Yohji and Adi's world, being grown up can still be fun: After all, why decide between shorts and a skirt if you can make it look like you're wearing both?



The members of K-HOLE totally get each other. They are five friends from New York, they range from 24 to 26-years-old, and every so often they get together to make a trend forecasting report in a downloadable PDF form. The latest edition, "Brand Anxiety Matrix," blends art with information and experience into 50 savvy pages, packaged with the now familiar visual mash-up of the Network Age, coined (to some controversy) by Bruce Sterling as the New Aesthetic.

It's generally presumed that trend reports are the remit of starch-collared executives, trading information through jargon and corporate etiquette. What K-HOLE discovered, though, is that the arena deploys a vocabulary very similar to that used when addressing art. K-Hole's aim is to "shed light on how decisions are being made in the world," says member Dena Yago, "how our experiences are constructed, and where the potential for actual freedom lies."

For instance, their current third release takes a look at the motivating forces behind large-scale strategic decisions. By measuring personal feelings against trend analysis, the team came to a cross-

THE SELECT BRAND ANXIETY MATRIX

K-HOLE's downloadable trend forecast responds to the unknown

www.khole.net

roads: "We realized we were anxious, but so were a lot of other people," notes Yago. "We started plotting brands along two axes that we felt could provide some structure – one from legibility to illegibility, and another from order to chaos."

Accordingly, K-HOLE – whose other members are Greg Fong, Sean Monohan, Emily Segal, and Chris Sherron – developed a set of deodorants with Brooklyn-based fashion label Eckhaus Latta, and named them Brad and You. "Brad" smells like Old Spice; "You" is a concoction of dirt, counterfeit Chanel No. 5, vetiver, rose, the chemical tannin of Marlboro Lights, pepper, smoked barley, saliva, and lanolin. "We were looking at B.O. as anxiety management par excellence," they explain. "It is an unsolvable problem that we're all going to deal with forever. We were also looking at scents, and a brand's anxiety around total incoherence – which is usually the point when they release a perfume."

K-HOLE's use of analytic reports, weather graphs, stock images of celebrities, and soldiers in winter camo, for example, adhere to the so-called New Aesthetic's casual play of data-mashed video frames, digital corruption, render ghosts, and informatic visuals. "The implication that we're artists pretending to be designers or vice versa. We're not pretending to be anything other than what we naturally are. And culture is everyone's problem."

"Every party is a coordinated crisis response :)"

