

K-HOLE and ECKHAUS LATTA

BRAD and YOU

2/2/13 – 2/3/13

K-HOLE is a trend forecasting report by Greg Fong, Sean Monahan, Emily Segal, Chris Sherron, and Dena Yago. ECKHAUS LATTA is a fashion label by Zoe Latta and Mike Eckhaus. Both groups are based in New York.

The deodorants BRAD and YOU are the result of a conversation between both groups regarding anxiety. BRAD smells like Old Spice. YOU is composed of dirt, counterfeit Chanel No. 5, vetiver, rose, Marlboro Lights, pepper, smoked barley, saliva, and lanolin. Both were made by hand in upstate New York.

K-HOLE's third report, which features the K-HOLE Brand Anxiety Matrix, is available as a free PDF download at www.khole.net and as a set of 100 limited edition USB carabiners.

ECKHAUS LATTA will be presenting their third collection during New York Fashion Week A/W 2013.

The deodorants will be available for purchase at Kraupa-Tuskany Zeidler and online at www.khole.net.

www.khole.net
www.eckhauslatta.com