

Acronym

Some German fashion brand I guess

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Acronym brand overview

tl;dr

The expensive prototypical techwear brand funded as a consulting agency. Early works included Snowboard wear for Burton that resulted in a jacket with integrated controls for a Sony Minidisc player.

Collaborations

- Nemen
- Veilance
- Asus
- Nike
- Stone Island
- Burton (consulting)

<https://www.inverse.com/input/style/acronym-asus-rog-gaming-laptop-errolson-hugh-interview-hideo-kojima-death-stranding-nike>

In Popular Culture

Video Games

- **Death Stranding** - Errolson Hugh has a cameo in the game and there is a Death Stranding themed variant of an Acronym jacket called the J1A-GTKP.
<https://www.highsnobiety.com/p/acronym-death-stranding-j1a-gt-jacket/>
- **Deus Ex Human Revolution** - Acronym has worked with Eidos Montreal on the Coat for Adam Jensen. In the game, Adam Jensen receives an email about his new coat from Errolson Hugh and there is an Acronym store in the game.
 - <https://www.gameinformer.com/b/features/archive/2015/04/24/haute-future-how-fashion-designers-improved-adam-jensen-s-deus-ex-coat.aspx>

Movies

- **Hobbs and Shaw** is a spinoff from the Fast and the Furious series. It is bad. Hobbs and Shaw are outfitted in Acronym at one point in the movie.

<https://arstechnica.com/gaming/2019/08/how-my-favorite-designer-ended-up-being-featured-in-hobbs-and-shaw/>

Books

- **Zero History** by William Gibson

William Gibson is friends with Errolson Hugh and parts of the book are inspired by Acronym. From the Thanks section of the book: "Michaela Sachenbacher and Errolson Hugh introduced me to the architecture of a "secret" brand, and the passion behind it." This book is the third in a trilogy that starts with *Pattern Recognition*.

Famous Acronym Enjoyers

- Robin Williams <https://x.com/commedesarchive/status/1518739986711040000>
- John Mayer

Unsorted Sources

<https://sabukaru.online/articles/errolson-hugh-the-final-boss-of-fashion>

<https://www.newyorker.com/magazine/2019/12/16/how-william-gibson-keeps-his-science-fiction-real>

<https://www.heddels.com/2015/03/william-gibson-interview-buzz-rickson-line-tech-wear-limits-authenticity/>

<https://www.complex.com/sneakers/a/brendan-dunne/acronym-nike-blazer-low-errolson-hugh-interview>

<https://www.inverse.com/input/style/acronym-asus-rog-gaming-laptop-errolson-hugh-interview-hideo-kojima-death-stranding-nike>

List of Acronym pieces

This list is incomplete. Feel free to sort it by season or add missing pieces.

TYPE 2371

PL-J1

E-J1A

J1E-GT

J1A-GT

J1A-GTPK

J1A-GTPL

J1A-GTV

J1A-LP

S-J1A

J1A-S

WS-J1A

J1A-GTKR-BKS

J1A-GTKR-RFM

J1B-GT

J1B-GT-MULTI

J1B-S

J1L-GT

J1TS-S

J1W-GTPL

J1WTS-GT

J1A-MX

J1BW-E

N-J1

SS-J2

E-J2

GT-J2

J2-SS

HY-J3S

J3-HY

CH-J3B

CH-J3BF

E-J4TS

S-J4TS

SS-J4

GT-J4L

DS-J5
GT-J5A
S-J6TS
S-J7
SS-J7C
S-J8
GT-J9TS
GT-J10
S-J11
GT-J11
GT-J11L
L-J11
DS-J12TS
GT-J13
X-J13
GT-J14
S-J14
GT-J15
GT-J16
J16-GT
GT-J17
GT-J18
GT-J18F
GT-J19
GT-J20
E-J21
GT-J22
J23-CH
E-J23
WS-J24
J25-WS
SS-J25
J27-E
GT-J27
J27-GT
GT-J27PL
J28-E
GT-J28
J28-GT
J28-K
J28-WS
J29-CH
GT-J29
J29-LP
J29-PX
J29-S

J29-WS
GT-J29A
J29B-WS
J29U-PX
S-J30
CH-J31
J32-GT
J33-E
GT-J34
J34-GTPL
J36-GT
J36-S
J38-GT
J38-LP
J38-S
J39-S
J40-CH
J40-L
J40-S
J41-GT
J41-GTV
J43-GT
J43-K
J43A-GT
J44-SD
J44L-GT
J45M-BW
J46-FO
J46-WS
J46-S
J46U-WS
J47-GT
J47A-WS
J47R-GT
J47TS-GT
J48-BR
J48-SS
J49-SS
J50-S
J50-WS
J51-WS
J53TS-GT
J54-LP
J55-MP
J56-GT
J56-S

J57TS-SS
J58-WS
J59-GT
J59TS-CH
J61-GT
J61-GTV
J61-WS
J61-AH
J62-PB
J62-S
J63-PB
J63A-FO
J64TS-S
J65-AJ
J65-AK
J65-KM
J65-WS
J66-GT
J66GTV
J67-FO
J68-GT
J68-PL
J68-PL-MULTI
J68-S
J68-WS
J69-GT
J69-HY
J72-AK
J72-DS
J73-WS
J74-PX
J76-GT
J77-AM
J78-PX
J78-WS
J79TS-GT
J81-WS
J82-WS
J83-WS
J84-S
J86-GTB
J87-WS
J89-AD
J90-DS
J90-SS
J91-WS

J93-GTPL
J94-VT
J95-PL
J95-WS
J96-GT
J97-M
J98-SS
J99-WS
J99U-WS
J101-GT
J103-GTV
J104-GTPL
J105-DS
J107-SS
J111TS-CH
J115-GT-EX
J117-HL-EX
J119-WS
J120-GTPL
J120K-GTPL
SS-JF1B
WS-JF26
SAC-J2760
SAC-J2761
SAC-J2762
SAC-J6010
SAC-J6011
EVOLUTION
GGG-J1
GGG-J2
COMFORT MAPPING MOUNT-1

Acronym 3A-3TS

A bag to put smaller bags onto.

Gen. 1.0:

- Sold from FW0506 to 2012
- Available in the following fabrics:
 - Black Limonta Laminate with 500D Cordura internal reinforcements
 - White Cordura 700D (listed as such back in 2006 on [The-Glade](#))
 - black Cordura 700D (listed as such back in 2006 on [The-Glade](#))
 - Black cotton-based Limonta
 - White cotton-based Limonta
- Pricing varies from year to year:
 - 2006: 194€ (Source: [The-Glade](#))
 - 2009: 239€ (Source: [The-Glade](#))
 - 2010: 269€ (Source: [The-Glade](#))
 - 2012: 316€ (Source: [acrn.com](#))

Shown here in white Limonta, note the two slots for Acronym Sound (Source: [Grailed](#))



Gen. 1.1:

- No longer has the slots for Acronym Sound
- Released as a part of SS14
- Available in the following fabrics:
 - Grey Limonta Laminate (Source: acrn.com)
 - Black Limonta Laminate (Source: acrn.com)
 - Black X-Pac with 500D Cordura reinforcements (Source: [Reversible](#))
- Notes:
 - Mothersite lists the bag as having 14 TecSys channels.
 - Spec sheet still lists Acronym Sound as a feature on paper, but that is no longer the case.



Gen. 1.4:

- Changes: ???
- Model made from Silver foil X-Pac referred to as 3A-3TS-SVR
- Model made from Black Foil X-Pac referred to as 3A-3TS-BLK
- Releases:
 - FW1516: made from Silver Foil X-Pac
 - SS16: made from Olive X-Pac for 824€
 - FW1617: made from Black Limonta Laminate L2
 - FW1718: made from Black Foil X-Pac, made from Silver Foil X-Pac
 - SS18: Black and Olive X-Pac for 802€
 - FW1819: Black and Olive X-Pac for 802€
 - SS20: Black X-Pac for 817€

Variant	Material	Distinctive Features	Season / Release Year	Info Source
L		Reddening fabric on delamination		
L2	77% Cotton, 23% PU	Main Zippers by Raccagni		End
?	Limonta Cotton _LAMINATE L _Made in Italy _76% CO, 24% PU			
SVR / Generation 1.4	XPAC Silver XPAC non-shiny <ul style="list-style-type: none"> • black • olive 			https://www.grailed.com/listings/11763625-acronym-acronym-3a-3ts-svr-black-olive
	Cordura	white		
	Limonta Cotton			https://www.grailed.com/listings/297111-acronym-3a-3ts-limonta-bag
	Limonta Cotton	white		https://www.grailed.com/listings/16454761-acronym-3a-3ts-w-modulars