

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 Enjoys

- 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>

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