



UEG

INDEPENDENT

UEG | PROJECT 01



CONCEPT:

LOOKING BACK UPON POLAND'S STORMY HISTORY, IT BECOMES EVIDENT THAT "INDEPENDENCE HAS A PRICE". THIS PHRASE SUPERIMPOSED OVER THE NATIONAL EMBLEM OF POLAND EXPRESSES THIS IDEA THROUGH CLOTHING AND BRANDING. THIS PROJECT WAS PACKAGED IN A LIMITED EDITION CARTON BOX THAT HIGHLIGHTS THE DATES AND LOCATIONS OF IMPORTANT DEMONSTRATIONS, AS WELL AS THE LIVES LOST FOR THE CAUSE OF INDEPENDENCE IN POLAND'S RECENT HISTORY.

COLLABORATION:

THIS PROJECT BEGAN AS A ONE-OFF GARMENT COMMISSIONED TO CELEBRATED POLISH FASHION DESIGNER ANIA KUCZYŃSKA (WWW.ANIAKUCZYNSKA.COM) BY JAPANESE BOUTIQUE AND PUBLICATION "COMMONS & SENSE". SHE IS A CELEBRATED FASHION DESIGNER, KNOWN FOR HER STARK YET FEMININE COLLECTIONS. KUCZYŃSKA ENLISTED THE HELP OF ACCLAIMED GRAPHIC DESIGNER MICHAŁ ŁOJEWSKI OF WHITE CAT STUDIO TO MAKE THIS PROJECT A REALITY. THROUGH THIS COLLABORATION, UEG WAS BORN.



UEG | SET 01

CONTENTS:

UEG | JACKET 01.IND 01 – “INDEPENDENCE HAS A PRICE” (HOODIE)







THIS PAGE INTENTIONALLY LEFT BLANK.

COPYRIGHT © USA E GETTA 2004
PRINTED IN POLAND

04072007



WWW.UEG.PL