

**UEG**

**ΓΟΛΕ**

**UEG | PROJECT 04**



## **CONCEPT:**

REDISCOVERING THE PRIMORDIAL MEANING OF THE WORD "LOVE", UNTARNISHED BY ITS ASSOCIATIONS IN OUR MODERN DAY REALITY. PASSAGES FROM THE FIRST LETTER TO THE CORINTHIANS, 13TH CHAPTER ARE USED TO DISPLAY AN UNDERSTANDING OF LOVE FAR REMOVED FROM THAT OF TODAY'S. THIS PROJECT IS BASED ON WRITTEN WORD WITHOUT ILLUSTRATION.

## **COLLABORATION:**

THIS PROJECT IS A COLLABORATION WITH PRZEMEK NOWAKOWSKI, A POLISH SCREENWRITER AS WELL AS THE AUTHOR OF THE UEG MANIFESTO.



## JACKETS

### SETS:

- UEG | SET 15 – “IS PERISHABLE” (HOODIE)
- UEG | SET 16 – “IS PATIENT” (HOODIE)
- UEG | SET 17 – “NOR CONCEITED” (HOODIE)
- UEG | SET 18 – “NOR RUDE” (HOODIE)
- UEG | SET 19 – “LOVE LESS” (ZIP-UP)



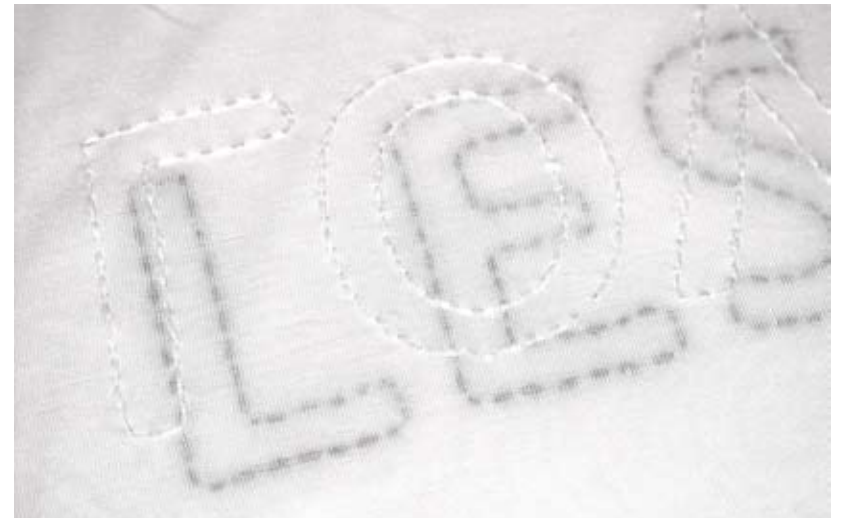
## T-SHIRTS AND SHIRTS

### T-SHIRTS:

- UEG | T-SHIRT 04.1 – “LOVE”
  - UEG | T-SHIRT 04.2 – “LESS”
- ALL T-SHIRTS ARE HAND EMBROIDERED AND AVAILABLE WITH BLACK OR WHITE EMBROIDERY.

### SHIRTS:

- UEG | SHIRT 05.1 – “LOVE / IS PATIENT”
  - UEG | SHIRT 05.2 – “LOVE / NOR RUDE”
  - UEG | SHIRT 05.3 – “LOVE / LESS”
- ALL SHIRTS ARE HAND EMBROIDERED, DOUBLE LAYERED AND AVAILABLE WITH WHITE & BLACK OR BLACK & BLACK EMBROIDERY.



## CONTENTS:

EACH JACKET IS PACKAGED AS A LIMITED EDITION SET.  
INCLUDED ARE THREE ADDITIONAL ITEMS:

FIRST,  
A POSTER WITH THE WORD "LOVE" WRITTEN UPSIDE DOWN.  
CHINESE CULTURE SAYS THAT IF YOU REALLY WANT SOMETHING  
YOU SHOULD WRITE IT IN A WAY SO IT CAN "FALL" ONTO YOU.

SECOND,  
A LOVEBOOK. THIS BOOK CONTAINS THE NAMES OF 24  
COUPLES FAMOUS FOR THEIR LOVE STORIES, SIDE-BY-SIDE.  
STARTING FROM ADAM AND EVA AND ENDING AT LENIN AND KRUPSKA.

THIRD,  
A FOLDED PHARMACEUTICAL INSERT PRINTED WITH  
THE FIRST LETTER TO THE CORINTHIANS, 13TH CHAPTER.



## UEG | SET 15

### CONTENTS:

UEG | JACKET 01.LOV 01  
"LOVE IS PERISHABLE" (HOODIE)

THIS HOODIE IS PACKAGED AS A LIMITED EDITION SET.  
INCLUDED ARE THREE ADDITIONAL ITEMS:

FIRST,  
A POSTER WITH THE WORD "LOVE" WRITTEN UPSIDE DOWN.  
CHINESE CULTURE SAYS THAT IF YOU REALLY WANT SOMETHING  
YOU SHOULD WRITE IT IN A WAY SO IT CAN "FALL" ONTO YOU.

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STARTING FROM ADAM AND EVA AND ENDING AT LENIN AND KRUPSKA.

THIRD,  
A FOLDED PHARMACEUTICAL INSERT PRINTED WITH  
THE FIRST LETTER TO THE CORINTHIANS, 13TH CHAPTER.



## UEG | SET 16

### CONTENTS:

UEG | JACKET 01.LOV 02  
"IS PATIENT" (HOODIE)

THIS HOODIE IS PACKAGED AS A LIMITED EDITION SET.  
INCLUDED ARE THREE ADDITIONAL ITEMS:

FIRST,  
A POSTER WITH THE WORD "LOVE" WRITTEN UPSIDE DOWN.  
CHINESE CULTURE SAYS THAT IF YOU REALLY WANT SOMETHING  
YOU SHOULD WRITE IT IN A WAY SO IT CAN "FALL" ONTO YOU.

SECOND,  
A LOVEBOOK. THIS BOOK CONTAINS THE NAMES OF 24  
COUPLES FAMOUS FOR THEIR LOVE STORIES, SIDE-BY-SIDE.  
STARTING FROM ADAM AND EVA AND ENDING AT LENIN AND KRUPSKA.

THIRD,  
A FOLDED PHARMACEUTICAL INSERT PRINTED WITH  
THE FIRST LETTER TO THE CORINTHIANS, 13TH CHAPTER.



## UEG | SET 17

### CONTENTS:

UEG | JACKET 01.LOV 03  
"NOR CONCEITED" (HOODIE)

THIS HOODIE IS PACKAGED AS A LIMITED EDITION SET.  
INCLUDED ARE THREE ADDITIONAL ITEMS:

FIRST,  
A POSTER WITH THE WORD "LOVE" WRITTEN UPSIDE DOWN.  
CHINESE CULTURE SAYS THAT IF YOU REALLY WANT SOMETHING  
YOU SHOULD WRITE IT IN A WAY SO IT CAN "FALL" ONTO YOU.

SECOND,  
A LOVEBOOK. THIS BOOK CONTAINS THE NAMES OF 24  
COUPLES FAMOUS FOR THEIR LOVE STORIES, SIDE-BY-SIDE.  
STARTING FROM ADAM AND EVA AND ENDING AT LENIN AND KRUPSKA.

THIRD,  
A FOLDED PHARMACEUTICAL INSERT PRINTED WITH  
THE FIRST LETTER TO THE CORINTHIANS, 13TH CHAPTER.



## UEG | SET 18

### CONTENTS:

UEG | JACKET 01.LOV 04  
"NOR RUDE" (HOODIE)

THIS HOODIE IS PACKAGED AS A LIMITED EDITION SET.  
INCLUDED ARE THREE ADDITIONAL ITEMS:

FIRST,  
A POSTER WITH THE WORD "LOVE" WRITTEN UPSIDE DOWN.  
CHINESE CULTURE SAYS THAT IF YOU REALLY WANT SOMETHING  
YOU SHOULD WRITE IT IN A WAY SO IT CAN "FALL" ONTO YOU.

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COUPLES FAMOUS FOR THEIR LOVE STORIES, SIDE-BY-SIDE.  
STARTING FROM ADAM AND EVA AND ENDING AT LENIN AND KRUPSKA.

THIRD,  
A FOLDED PHARMACEUTICAL INSERT PRINTED WITH  
THE FIRST LETTER TO THE CORINTHIANS, 13TH CHAPTER.





## UEG | SET 19

### CONTENTS:

UEG | JACKET 02.LOV 01  
"LOVE LESS" (ZIP-UP)

THIS ZIP-UP IS PACKAGED AS A LIMITED EDITION SET.  
INCLUDED ARE THREE ADDITIONAL ITEMS:

FIRST,  
A POSTER WITH THE WORD "LOVE" WRITTEN UPSIDE DOWN.  
CHINESE CULTURE SAYS THAT IF YOU REALLY WANT SOMETHING  
YOU SHOULD WRITE IT IN A WAY SO IT CAN "FALL" ONTO YOU.

SECOND,  
A LOVEBOOK. THIS BOOK CONTAINS THE NAMES OF 24  
COUPLES FAMOUS FOR THEIR LOVE STORIES, SIDE-BY-SIDE.  
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THIRD,  
A FOLDED PHARMACEUTICAL INSERT PRINTED WITH  
THE FIRST LETTER TO THE CORINTHIANS, 13TH CHAPTER.



**UEG | T-SHIRT 04.1 – “LOVE”**

**BLACK OR WHITE  
HAND EMBROIDERED**

**THE TRANSPARENT MATERIAL OF THE “LOVE” T-SHIRTS  
ALLOWS YOU TO MAKE YOUR OWN STATEMENT.**



UEG | T-SHIRT 04.1 – “LOVE”

BLACK OR WHITE  
HAND EMBROIDERED



**UEG | T-SHIRT 04.2 – “LESS”**

**BLACK OR WHITE  
HAND EMBROIDERED**



**UEG | SHIRT 05.1 – “LOVE / IS PATIENT”**

**BLACK & BLACK OR WHITE & BLACK  
HAND EMBROIDERED AND DOUBLE LAYERED**





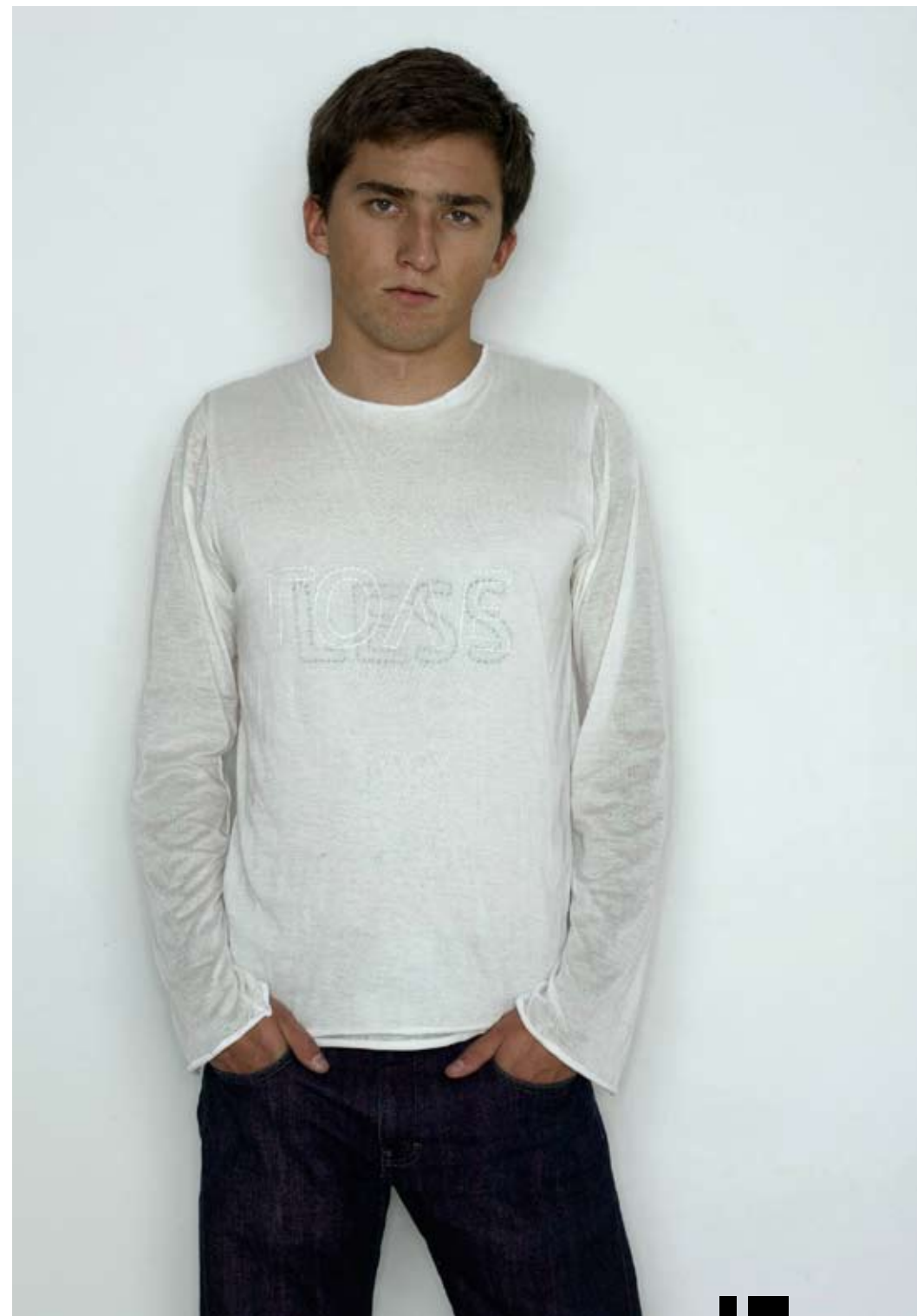
UEG | SHIRT 05.2 – “LOVE / NOR RUDE”

BLACK & BLACK OR WHITE & BLACK  
HAND EMBROIDERED AND DOUBLE LAYERED



UEG | SHIRT 05.3 – “LOVE / LESS”

BLACK & BLACK OR WHITE & BLACK  
HAND EMBROIDERED AND DOUBLE LAYERED



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