

permadrop

permadrop is short for permanent drop.
the idea: keep the store open all the time,
keep preorders open all the time, and
send orders to the manufacturer every
two weeks so production never stops.

it worked, but i did not like what it asked
of the brand. the constant marketing, and
how it took away the exclusivity that
makes a release mean something.
permadrop stayed short lived on purpose.

the final permadrop batch is on its way to
orlando right now, tracked step by step
on the status page.

the lineup

- the full catalog, open for preorder
- production batches every two weeks

webpages

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