

# OMNI

PANOPTICON

## ACRONYM

AN INTERVIEW WITH ERROLSON HUGH



9 771234 567003



**He appears  
out of  
nowhere,  
as if a ripple  
in the  
continuum.  
A time  
traveler  
sent back  
from the end  
of the world...**

It's on a crisp February morning in the Berlin neighborhood of Mitte when Errolson Hugh, the designer behind Acronym, materializes across the street. He is a difficult man to miss. Beautiful bald head. Goatee of a conquistador. A slight, almost imperceptible limp to his gait. But dawg... the clothes! The clothes are what really elevate him to the realm of aberrational—all Acronym or Acronym collaborations, presented in monochromatic blackish. There's the big bubble jacket with a fishbowl hood. Moon-boot Nikes. Windproof pants so gusseted and drop-crotched that if you spelunked to the bottom you might find a Horcrux. All clothes are armor, but Errolson's silhouette is literally so, in that it seems to render him impervious to even the harshest elements. Some sort of ninja god-slash-astronaut. Like you could have pushed him out of a spaceship to fix a meteorite puncture.

I flag him down like a tarmac doof. He adjusts course, smiles. Does a little 'sup nod.

"What's up?" he says. "I'm Errolson."

Originally founded as a boutique design agency in 1994 with Michaela Sachenbacher, Acronym got its footing by quietly designing outerwear for other brands before eventually bifurcating to carve out a business with its own label a few years later. The clothes are beautiful, sewn from expensive cutting-edge fabrics with names like SCHÖELLER® 3XDRY® DRYSKIN™ and HIGH-DENSITY GABARDINE, and they possess a sort of dark, caustic energy; think Yohji Yamamoto meets Yojimbo meets Metal Gear Solid, all thrown in a NutriBullet. All of it is prohibitively expensive, too. A pair of pants—say, the P23A-S, which are conical in form, somehow both baggy and snug—will run you upwards of \$1,500. And yet whenever a new Acronym collection drops online?

Poof. Almost everything sells out instantly, ghosts of garments barely there.

He's been called your "favorite designer's favorite designer." The most known unknown. Someone whose whole deal is peeking over the bleeding edge of what's yet to come and bringing that knowledge back to the present. "People often use the word 'dystopia' or the phrase 'cyberpunk' in relation to us," Errolson tells me. His voice is soft and hard to place, with some residual vapors of his native Canadianness. There's a sedative quality to it. Like he could do a mid-career pivot into reading the news for NPR. "I think there's definitely some aspects of that. But really, our whole thing is, Acronym is really about agency. It's about enabling somebody to do something they couldn't otherwise. It's inherently optimistic."

He pauses, as if he's feeling his way through the conversation.

"And if it's dystopian in some aspects, it's probably because it's kind of a dystopia right now."

