

FOMO DRIPS

FEAR OF MERCH OBSESSION

FW26 · LOOKBOOK 01 · THE BOX SET



THE BOX SET

Two pieces. One badge. Nothing else to say on the garment, so the garment has to say it.

A cropped box hoodie and a wide balloon trackpant, in 480 gsm brushed loopback that holds a shape instead of collapsing into one. The hoodie is wider than it is long and stops at the belt. The trackpant is cut in curved colour-block panels, Cement on Ink, and sits on a webbing belt. No cord on the hood; the hardware is the buckle, the ankle and the pocket, all gunmetal, all engraved. No branding on the chest beyond a single raised silicone badge, cast matte, so it reads like hardware, not print. The mark — the leaking O — is embroidered tonal, ink thread on ink fleece, with the drip in a single pass of lime. It is the only colour in the set and it sits on the places you touch: the cuff, the hip, the back of the neck.

Fear of merch obsession is the joke. The clothes are not.





LOOK 01

INK

BOX HOODIE

480 gsm brushed loopback · cropped box cut, 9 cm rib hem at the waist · dropped shoulder · oversized double-layer hood, lime lining, no drawcord · 70 mm silicone badge, left chest · leaking O embroidered tonal, left cuff

TRACKPANT

420 gsm brushed loopback · wide balloon leg, gathered elastic hem · curved Cement panels, front thigh and outer shin · 25 mm webbing belt, engraved gunmetal buckle · zip side pockets, drip puller · ankle clip · leaking O embroidered tonal, left hip

COLOUR

Ink #111111 garment · bone badge · lime drip





DETAIL

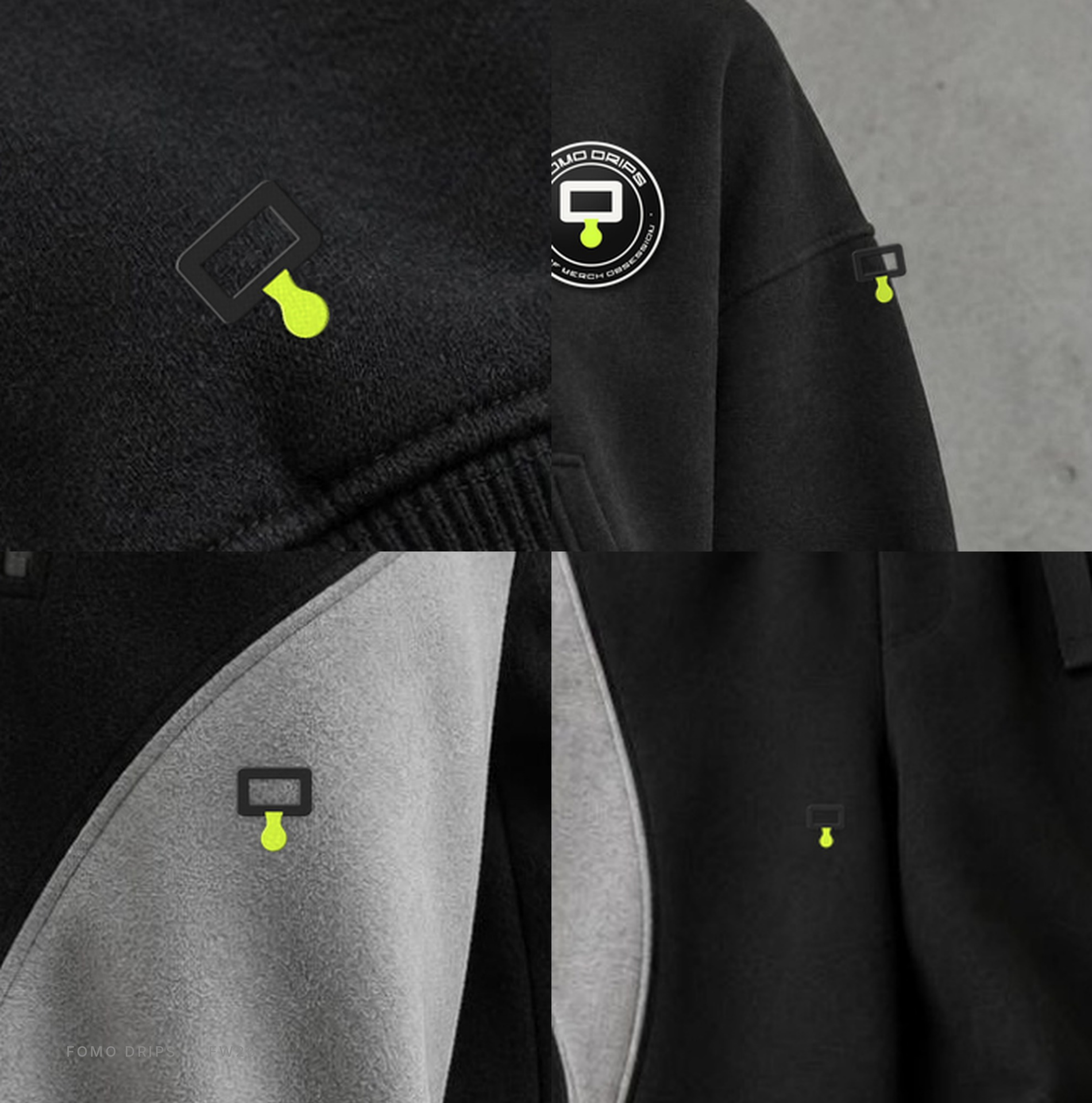
THE BADGE

Cast silicone, 70 mm, matte. The disc sits 2 mm proud of the fleece; the type and the rings rise a further 1 mm. Heat-bonded with a stitched perimeter so it survives the wash the way a print never does. One badge per garment. Left chest.

OPTION B — EMBROIDERED

Same artwork as a 3D-puff satin embroidery, 12,000 stitches, bone and lime thread on ink. Cheaper, softer, less hardware. We recommend silicone for the launch run.





DETAIL

THE MARK

The leaking O, embroidered tonal — ink thread on ink, bone on bone — so it disappears until the light catches the satin. The drip is the only thing in colour on the whole set: one pass of lime, 18 mm on the cuff, 22 mm on the hip.

LEFT CUFF

18 mm, 25 mm above the rib, centred on the sleeve axis

LEFT HIP

22 mm, 40 mm below the pocket mouth

SHOULDER (OPTION)

24 mm on the left drop-shoulder seam, for the hood-up silhouette

BACK NECK

badge, 45 mm silicone, 30 mm below the hood seam



HARDWARE

THE BELT

The trackpant sits on a 25 mm webbing belt, not a cord. It runs through the elasticated waistband and closes on a flat gunmetal cam buckle engraved with the mark; the tail hangs. It is what lets a balloon leg sit low on the hip without the waist stretching out. The cropped hoodie ends exactly where the belt begins, so the buckle is the first thing you see.

WEBBING

25 mm polyester, ink (bone on the Bone look), heat-cut ends

BUCKLE

40 × 25 mm flat cam buckle, gunmetal, nickel-free, laser-engraved 8 mm mark

TAIL

180 mm free length, bar-tacked keeper



HARDWARE

One finish across the set: gunmetal, matte, nickel-free. Every metal part carries the mark, engraved, so it reads only when you are close enough to touch it. The belt holds the waist, the cord is a backup, the puller is the drip.



ANKLE CLIP

Elastic loop, gunmetal D-ring onto an engraved snap. Clipped: the hem stacks on the shoe. Open: it falls straight.



WAIST CORD

Internal flat cord with a lime core that shows at the cut end, 40 mm gunmetal aglets, under the belt for when the belt is off. The hood has none.



DRIP ZIP

Gunmetal zip on both side-seam pockets. The puller is the drip itself, cast in lime silicone: the mark in three dimensions.

THE INSIDE

HOOD LINING · LIME · MARK FLOCKED INK, 45 MM



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Lime lives on the inside. The hood is lined in it, with the mark flocked in ink at the nape, so it only shows when the hood is down. The cuff rib is bone on its inner face with the subline knitted in. Roll the sleeve and the garment says what it is. Leave it and it says nothing.

CUFF RIB · BONE INSIDE · SUBLINE KNITTED, 6 MM



LOOK 02

BONE

BOX HOODIE

Bone #F4F3EF garment · patch badge: bone disc, lime band, ink type · leaking O embroidered in bone thread, lime drip

TRACKPANT

Cement #9A978F body, Bone panels · bone webbing belt · left-hip mark in bone thread

WHY BONE

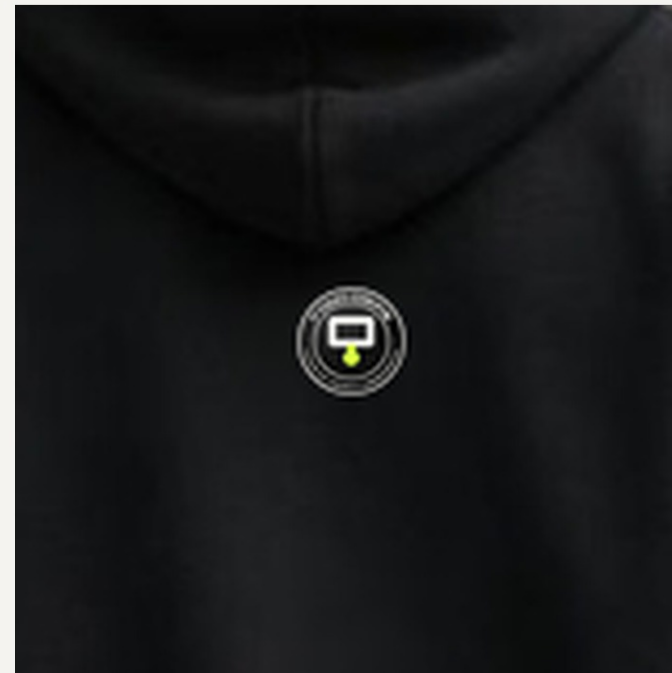
The badge flips: ink on bone instead of bone on ink. The lime band carries the colour so the drip can stay quiet.





THE BACK

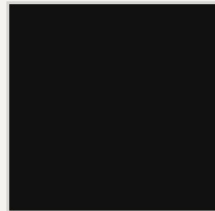
Nothing on the back panel. A 45 mm silicone badge sits at the back neck, 30 mm under the hood seam — where a label would be on anyone else's hoodie — and the lime lining shows above it when the hood is down. From behind the set is a short square over a wide curve, and a dot.





THE SET

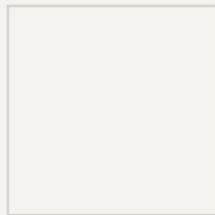
Sold as a set and as separates. Three garment colours for the first drop; the trackpant panels take the next colour up the scale (Cement on Ink, Bone on Cement, Ink on Bone). The badge and mark never change colour, only their ground does.



INK

#111111

badge: bone on ink, lime drip



BONE

#F4F3EF

badge: ink on bone, lime band



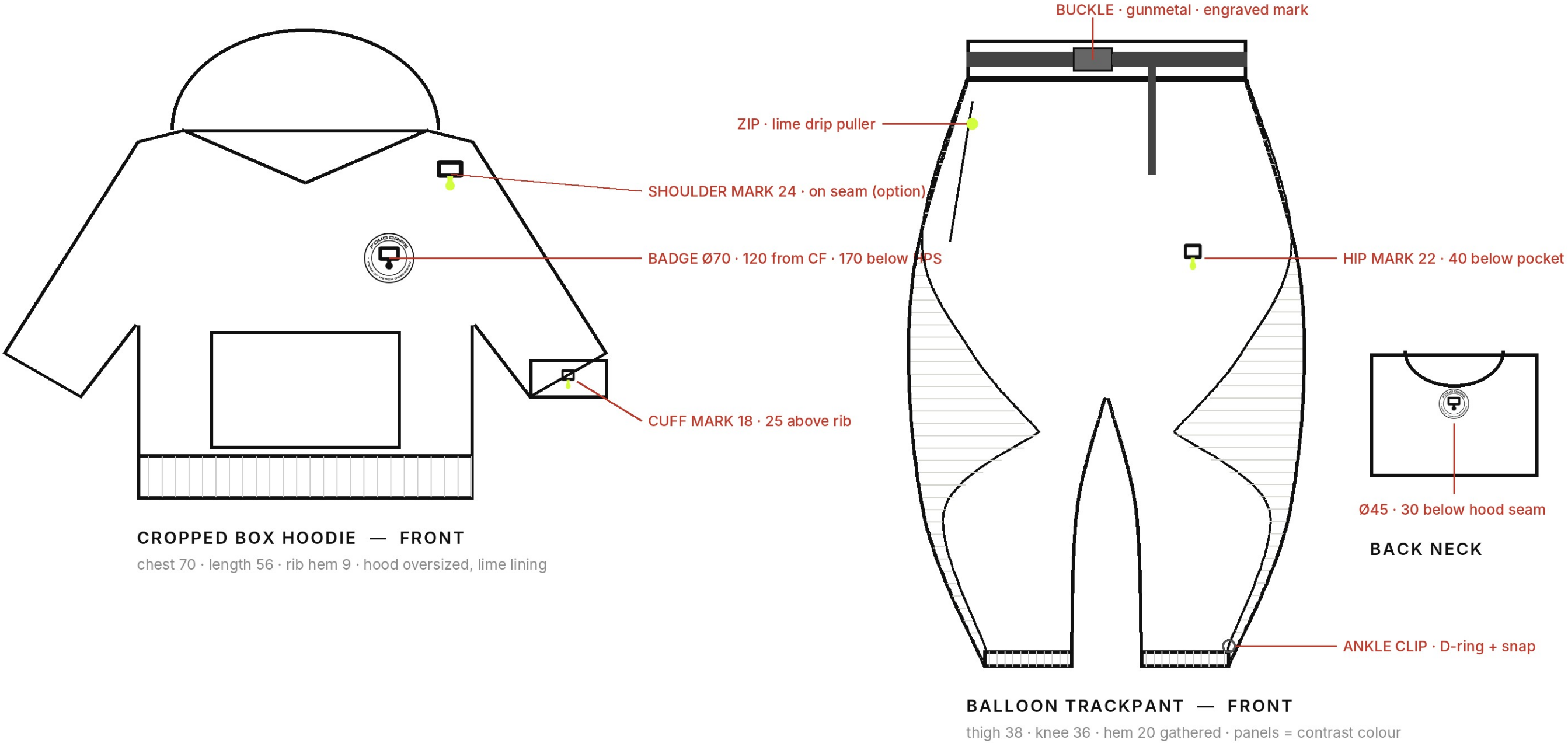
CEMENT

#9A978F

badge: bone on ink, lime drip

PLACEMENT

ALL DIMENSIONS IN MM · LEFT = WEARER'S LEFT



SPEC

HOODIE FABRIC	480 gsm 100% cotton brushed-back loopback fleece, enzyme washed, pre-shrunk. Rib: 2×2, 95/5 cotton-elastane, 400 gsm.
HOODIE CUT	Cropped box. Chest 70 cm, body length 56 cm to the bottom of a 9 cm rib hem that sits at the belt (size M). Dropped shoulder, seam 10 cm below the natural shoulder; sleeve 58 cm with 8 cm rib cuff, wide through the arm. Oversized double-layer hood, lime lining, no eyelets, no drawcord. Kangaroo pocket, bar-tacked.
TRACKPANT FABRIC	420 gsm 100% cotton brushed-back loopback, same wash as the hoodie so the two pieces age together.
TRACKPANT CUT	Wide balloon leg: thigh 38 cm, knee 36 cm, tapering to a 20 cm gathered elastic hem, 4 cm deep. Curved colour-block panels (front thigh + outer shin) in the contrast colour, flatlock seams. Elasticated waist, 25 mm webbing belt on an engraved gunmetal cam buckle, internal flat cord with lime core as backup. Zip side-seam pockets, one back welt pocket. Ankle clip: elastic loop + D-ring + snap, outside leg. Inseam 74 cm on size M.
BADGE	Cast silicone, 70 mm (chest) and 45 mm (back neck), 2 mm base + 1 mm raised elements, matte finish, colours Ink / Bone / Lime matched to the brand kit. Heat-bonded, perimeter stitched. Alternative: 3D-puff satin embroidery, ~12,000 stitches.
MARK	Leaking O, flat satin embroidery, tonal thread (ink on ink, bone on bone), drip in lime #D4FF3F. 18 mm cuff, 22 mm hip, 24 mm shoulder option. Thread: 40-wt polyester for wash-fastness.
HARDWARE	All gunmetal, matte, nickel-free, laser-engraved mark: cam buckle 40 × 25 mm, aglets 40 mm, D-ring 20 mm, snap 15 mm, #5 zips. Webbing 25 mm polyester. Zip puller: cast lime silicone drip, 24 mm.
INSIDE	Hood lining lime #D4FF3F fleece with the mark flock-printed in ink, 45 mm at the nape. Cuff rib bone on the inner face with FEAR OF MERCH OBSESSION knitted in, 6 mm cap height.
LABELS	Woven neck label: badge, small version, bone on ink, 40 mm. Care label printed, no branding. Hang tag: patch badge on kraft, 60 mm.
COLOURS	Ink #111111 · Bone #F4F3EF · Cement #9A978F (garments). Trackpant panels: Cement on Ink, Bone on Cement, Ink on Bone. Badge and mark colours never change; only the ground does.
MOQ / LEAD	500 pcs per style per colour. Samples 10 days, production 20–25 days after sample sign-off.



FEAR OF MERCH OBSESSION

FOMODRIPS · MADE IN INDIA BY GURU ENTERPRISES