

COLLECTION N°1 NOVEMBER 2023

# Conspecifics

## Spooky Action At a Cost



Two Bridges  
Fashion Week

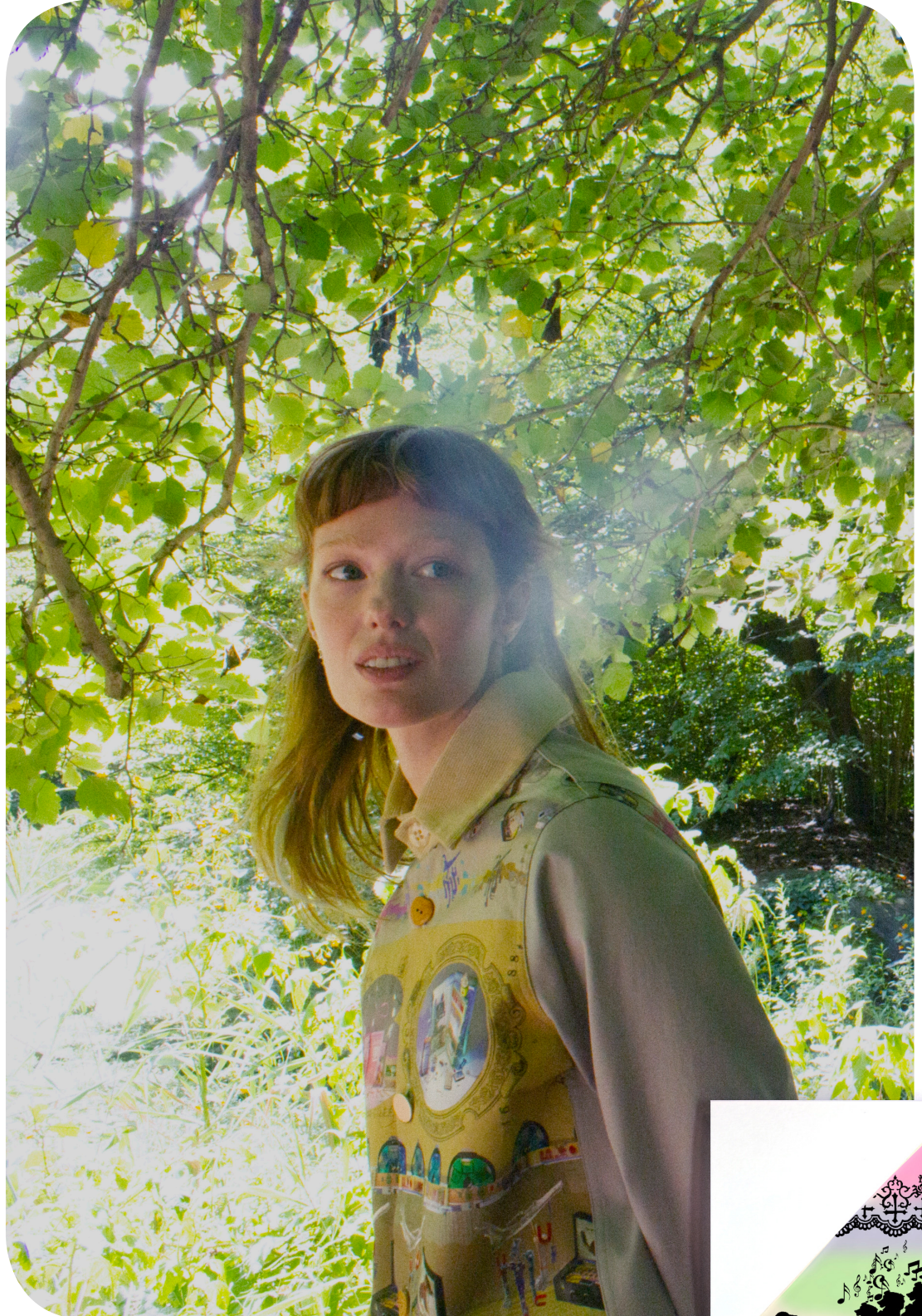
A Media-Archeological  
Dig for the Ages

Gift Guide for the True  
of Heart

Free Anti-Choking  
Poster  
It Might Save  
a Life



WITH NOTHING TO  
OCCUPY ME SAVE  
MY HOPELESS BUT  
INDISPENSABLE LITTLE  
INVESTIGATIONS





# Conspecifics Spooky Action at a Cost

## A Dual Hawaii Statement of Purpose<sup>1</sup>



CONSPECIFICS is a word meaning members of the same species. In one sense this is a Noah's Ark reference, but it's also a pun on "specifics" or specificity.

When we conceived of Conspecifics, we considered the medium of **streetwear** itself, in all its militaristic and nostalgic glory. But whenever it seemed generic, we'd go **specific**.

Our main creative constraint was that there would be no random, Lorem Ipsum filler text. This would differentiate us from the **free-associative genius** of fast fashion streetwear mavens like **AELFRIC EDEN**.

We were probably going to need a paragraph-length explanation to account for our garments' reasoning, or we were otherwise (**ARG-like**) outsourcing that intellectual labor to our audience.

*We'd forgo the snaggleteethed fighter jet but keep the G.I.'s oral fixation.*

*We've scrapped the teddy bears but remain in the wire mother's firm embrace.*



Now we would set upon the task of mood-boarding, compiling references, stacking codes.

*If research goes down a rabbit hole, this was like braiding together two rabbit warrens.*



The vulnerability at the moment of making a purchase akin to the vulnerability in the moment of seeing your food at a restaurant. The Zehrodinger's potentiality of what said purchase might lead you, or fail to lead you to become.

The proliferation of secondary market middle-men making fashion more searchable but less likely to fit correctly. (A win for status symbolism and a loss for style.) The tapering off of the mysterious **glitter supply chain** and its deleterious effect on children's fashion.

The fact that, as Mike Kelley pointed out, you can't wear a **clown costume** in public without inspiring ridicule, which proves that we live in a repressive society.

The fact that you can't type "Vulva" into text-to-image AI, and have to find synonymous work-arounds for the style. The **hyperobjective POV/It-Narrative** of a puffer on the coat rack of a Sonder Anonymous meaning.

As we continued thinking, our set of concerns expanded to include:

The instant **extroversion** of the "conversation piece" garment, which breaks the ice between strangers. Ironic tees, referential tees, and Halloween costumes fall in this category.



The **Punnet-square/cross-breeding** model of kitsch novelty generation. As Seth Price writes, "The young have always rediscovered abstraction, mutation and psychedelia, because these represent the perverting force of forms in revolt. This is what lent the elusive and lucrative quality to, say, classic 2010s streetwear design, where someone on the street would be wearing a hoodie with an all-over print of skulls and crossbones, and then you'd notice the skulls are actually Spongebob wearing a monopoly tophat, and it wasn't crossbones it was a dildo and a mortgage

contract. Idiotic and tired but highly reproducible."<sup>2</sup> I once coined this style "Diagrammatic Surrealism." This cross-bred logic extends to the Brand x Brand collaboration model, which also became a secondary market SEO tactic.

The microcontent emphasis on a "reveal" incentivizing convertible fashions. Clothing design software that brings **wonky cloth sims** to the forefront, to slapstick-scarecrow Vaudeville living-trenchcoat effect.

Getting a sample of patch treatments from a manufacturer and seeing even Paul Frank had curtailed to **Web 3.0 Platform capitalism**.



Often the specific is used as a **verification mechanism**, as in passwords or grammar school tests which ask for specific details to verify that you've read a book. For instance:

What color were Aenoth's tail ribbons? A, B, C, or D, all of the above? [variegated?]

There's always the question of **fractalline scales of relevance**, of the calibration of mental models through an arbitrary lock-and-key.



The individualized **plaid textile patterns** attached to Scottish last names, and whether I ought to "sport" the Hay clan tartan on a daily basis.



*Etc.  
Etc.*

These details were so trivial and specific, they would be excluded from the average summary.

<sup>2</sup> Seth Price, "Machine Time," Heavy Traffic 1 (2022).

Neurons are long and spindly because brains evolved to **mentally model** a world in which **spooky forces** act upon one another from afar (gravity, for instance.) Our process at Conspecifics is meant to divine connections between **disparate and specific entities**.



But the cost... We'll talk later... About the CoSt.

# s1- Spooky Action at a Cost

- Themes:
- ☆ Edutainment
  - ☆ Trompe L'oeil
  - ☆ Hedgehog's Dilemma

Note: Don't pigeonhole Conspecifics! We may mix it up next time.

# Accessories

## Shirt Cuff Charm Bracelets

Dyed with hypoallergenic Iron(III) Oxide & Titanium dioxide "mud dye."  
Modular Charm options include:

- Popcorn 🍿, Mirror 🪞, Star ⭐, Grapes 🍇, Cutlery 🔪, Fossil 🦕, Acorn 🌰, Magnifying Glass 🔍, Apple 🍏, Egg 🥚, Potato 🥔, G\*n 🍷, Greek Owl 🦉, Albanian Pride 🇦🇱, Book 📖, Blue Berry 🫐, Crinie 🦑, & Miscellaneous !? 🤔



## Pin Variations Hats

The pin variations represent alternate timelines and were generated using DALL-E 3.



Apple



Trashed Comp



Holo Teddy

*The bejeweled apple tended to fall within the strawberry latent space and take on strawberry-like characteristics.*

## Squirrel King Hat



## Pain Belt



The squirrel king is the king of the suburbs just as the rat king is the king of the city.

*This design inadvertently led to Tiff's invention of the shadow pom, which is a pom-pom with trompe l'oeuil shading integrated into it.*

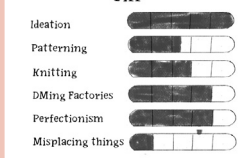
Text features attempted translation of "Lorem Ipsum" dog Latin filler text:

*"There is no one who loves pain, who seeks after it, who wants to have it simply because it is pain."*

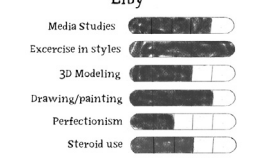
## CREATOR STATS



Tiff



Liby



CRINIE TAG  
Our mascot Crinie is based on a Crinoid fossil, aka "Lil Chthuls" from the Middle Cambrian period.



Conspecifics





# Shirts

Using repurposed garments



Free gift of button & string



Vintage East German Strichtarn patches



## Desert Bars Shirt

This shirt features a trompe l'oeil print of 100 of the Hershey's Desert Bar and Tropical Chocolate Bars. According to the Hershey's Archives website, "Hershey's Tropical Chocolate bars were developed to provide military personnel with access to a confectionery treat in parts of the world where Hershey's traditional products would readily melt. The Tropical bar's product formula was designed to allow the bar to hold its shape after one hour in 120 degrees Fahrenheit."

While the Tropical Chocolate bar was issued at the end of World War II, the Desert Bar was developed for Operation Desert Storm in 1990.



## Conspesifics x Quarles

This Tee was made in collaboration with Quarles Emblem Books.

In our Dual Kawaii Statement of Purpose, Conspesifics announced our intentions of "Treating vintage engravings in the public domain as something more than free Trader Joe's-type GD asset packs." With this gold metallic silkscreened tee, we're finally giving Quarles his due for his ornate public domain imagery.

Tragedy of the commons averted!

## WHAT WERE EMBLEM BOOKS?

Emblem Books were a category of books popular in Europe in the 16th and 17th century. The books contained three elements: Allegorical images, mottos, and explanatory text connecting the image to the motto. The images tied into established symbolologies used in heraldry, design and architecture. While the imagery could be subject to differing interpretations, the explanatory text cemented the author's intentions.



## 1/1 Soccer Shirt

Hand painted soccer jersey featuring motifs from the Spooky Action at a Cost collection.



Burnt yet polychrome Hyoma reflects a vintage measuring lab

## Red String of Fate Tee

This shirt was inspired by the emo trope of a "red string of fate" which binds two people fated to be together. The pointing hands are the lesser-used "reminder icon" featuring a string tied around a finger.

Remember the first time you got a bonus button & thread in a small plastic bag attached to a garment... Try and recall the exultant feeling it inspired, welling in your chest the ~Pure Potentiality~ invested within it, like an inventory item with unforeseen use... That precise feeling is what the Conspesifics brand hopes to inspire.

Everyday you throw on a Conspesifics garment, (casually, without much mirror-bound consternation) think back to the first time you received that little bag with the button and thread. In a world of financially motivated, self-serving agents, who could ever anticipate such a thing as a free gift?

>CONSPESIFICS<

The text was written to be slightly more manipulative and arresting than typical streetwear affirmations.

## Falling Sands Tee

Design based on a 2000's computer lab classic. Pixels = particles. In this playthrough, the water spout became clogged with quick-proliferating pixel foliage due to the game's emergent properties. This modified UI pays tribute to materials of the Spooky Action At A Cost Collection.

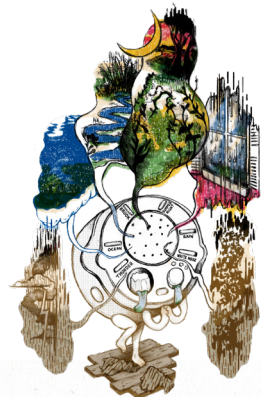


The Falling Sands Tee was democratically selected against three other proposed tee designs.

## White Noise Machine Tee

Internal disarray (or decision fatigue?) of a White Noise Machine Spirit.

The cooradinated underlay is vintage East German Strichtarn fabric, a camouflage with staggered horizontal bars known as the "raindrop pattern."



## cut and Sew



Scalloped edge

## Planned Obsolescence Jacket & Apron Skirt

A.K.A. The Learning Lolita Jacket



Portable Pavlovian Learning Machine with Magnetic Conditioning Bones		Cybernetic learning machine salivates from a chamber when the magnetic bones are near
"Pepsi-Cola Addict" Hit Clip		Noel by psychic nonverbal twin June Gibbons
Soap Bubble Computer		As soap bubbles can determine the minimum area of complex 3-D shapes
Schematic Cootie Catcher		Color, Meaning, Colorless, Meaningless
Petit Herpit		Brings luck on your precious day!
Disordered Interior Geometry Herpit		RIP what Francesca Woodman's Herpit would look like
Crystal Calculator		58008
Hippopotamus Poison E-reader		RIP Paul Thek
Enciclopedia Mecánica with Gummi Study Incentives		Invented by Ángela Ruiz Robles in 1949, the first pneumatic e-book

## Watermark Bra Variation

Inspired by Barry Lyndon



Printed bra pocket visible under direct light

## Highrise Lowrise Skirt

What you get when you wear highrise underwear with a bumster skirt.

## Hyoma Teleportation Accident Pocket Variations Shirt

This was the first garment we conceived as Conspesifics in the summer of 2021. Its ambitions were threefold:  
1. Bootleg tribute to 20471120, the cult Japanese streetwear brand and its mascot Hyoma.  
2. Exercise in 4 different pocket styles.  
3. Exercise in creative constraint: We assigned ourselves the narrow, purely speculative theme of "Teleportation Accident." (cf. *The Fly*)  
This garment inspired a simplified girly version where the pocket became a fake bra.



Anti-pocket

Mixed up buttons

Crispy halo



Hyoma Fortyhands extension pack



Hyoma Bug-in-a-Box (not a toilet!)



Teleportation accident bandana pocket

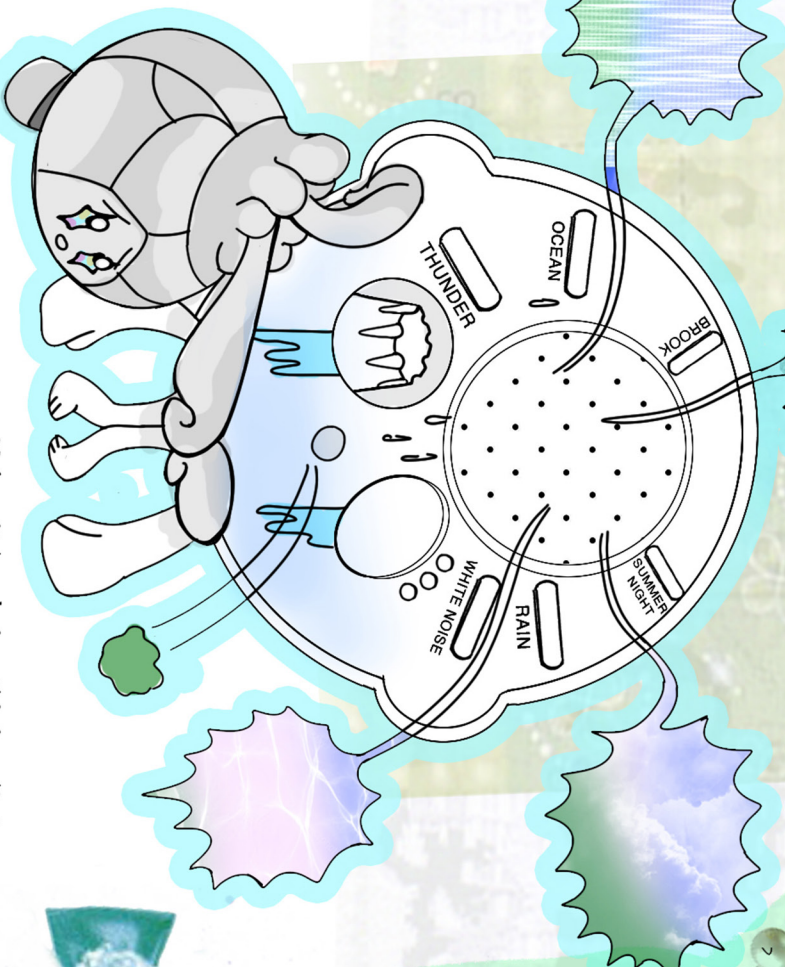
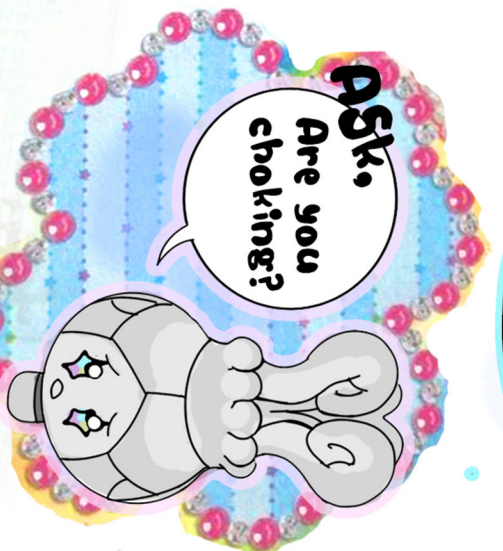
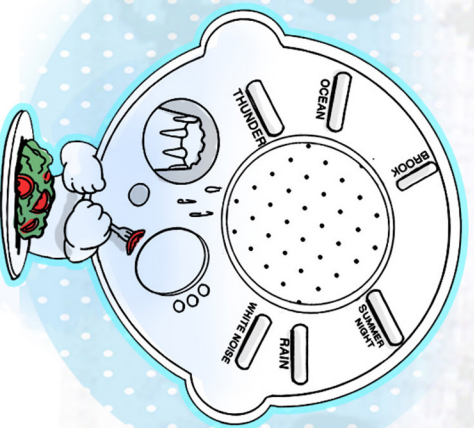


# + First aid for

## Choking

### Signs a person is choking

- Universal Choking Sign
- Person unable to breathe, cough or speak
- Making high pitched noises.



If the person gestures yes, stand behind the person, wrapping your arms around their waist.

Make a fist and place it below their rib cage and above the navel, thrusting sharply inward and upward. Continue until food comes out of their mouth or their breathing resumes.

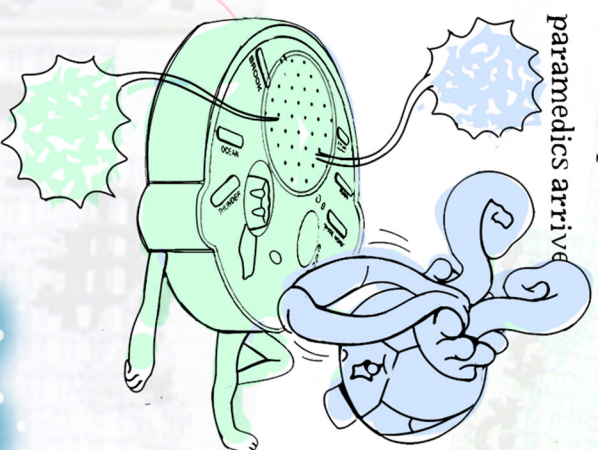
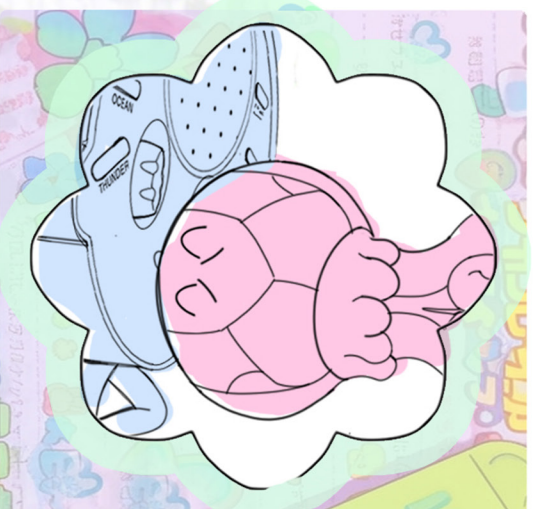
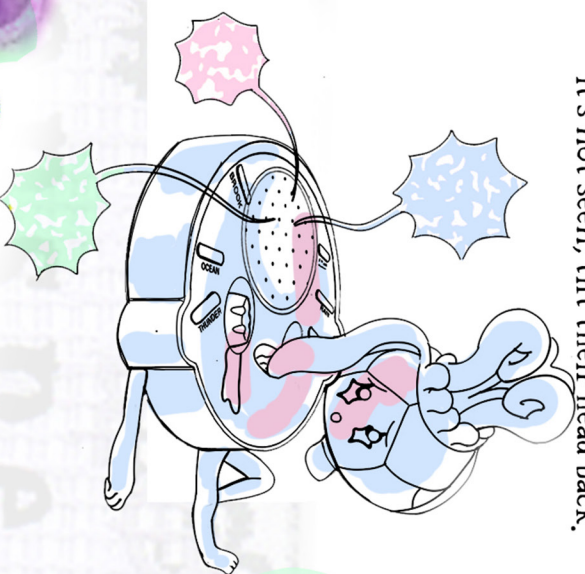
### If the person becomes unresponsive

Call 911.

Lay the person on their back. Open their mouth and remove the food. If it's not seen, tilt their head back.

Begin CPR. Look for the object each time you open the airway.

Continue rescue breaths and chest compressions until the paramedics arrive







Seammonster Hoodie (ft. Investigations of a Dog)

This cut-and-sew hoodie design sports floppy fins along the head and arms. The silkscreened pattern features one of our favorite unfinished short stories, *Investigations of a Dog* by Franz Kafka (Written 1922).

The canine narrator recounts his puppyhood trauma of witnessing a pack of dogs standing on their hind legs and emanating music.

Snake in the Grass Top

Machine knit top with constricting poem snake.

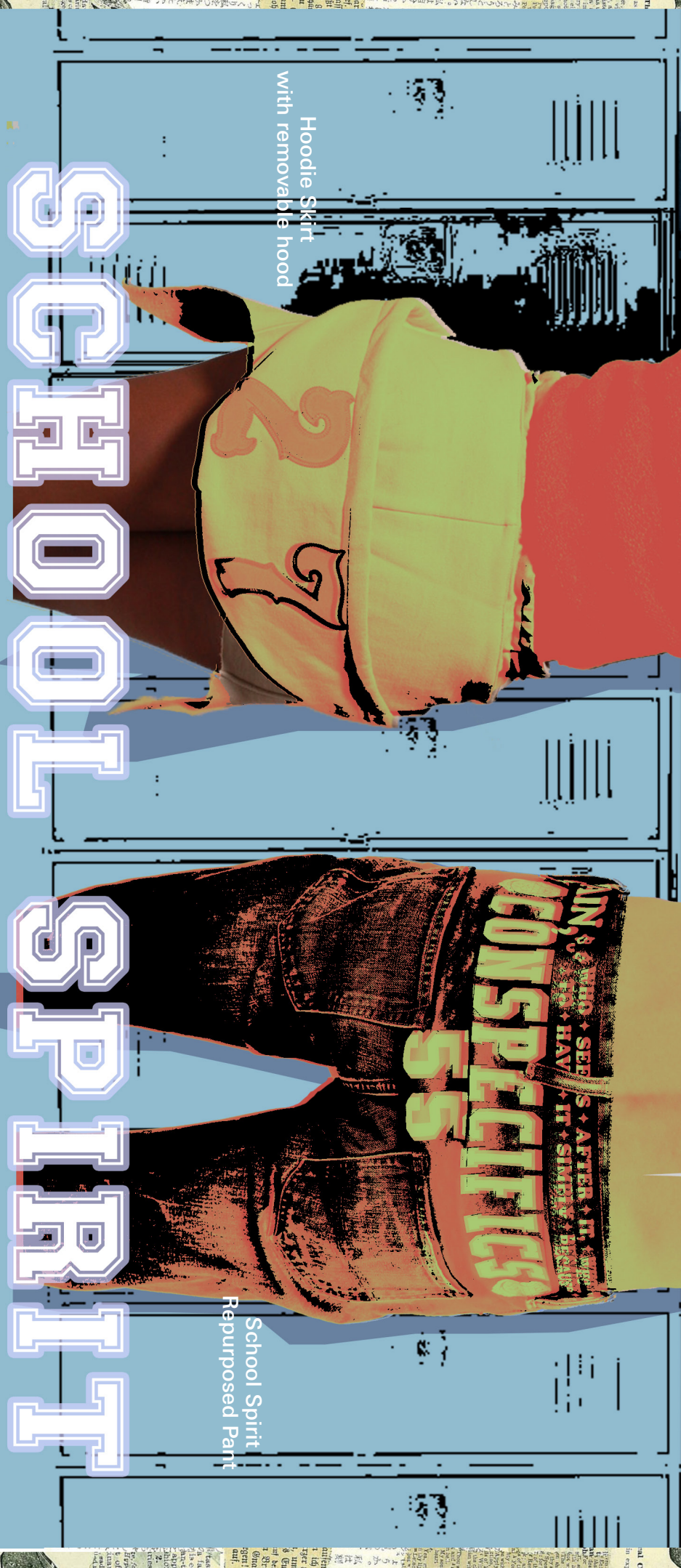
# Kafkaesque



Salvaged Floorpile Skirt-Pants

Couture Patchwork pants with attached skirt incorporating 5 shades of black tee. A custom Conspecifics boot tread announces their presence on the floor.

# Pilecentia



Hoodie Skirt with removable hood

School Spirit Repurposed Pant

# SCHOOL SPIRIT



# Bags



Teabox Bag

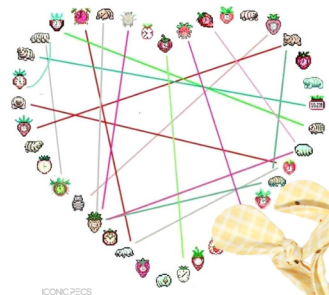
Amema x Conspecifics Day-2-Night Collab!  
3D Printed hard bag the approximate dimensions of a Sleepytime Tea Box and complete with sugar lump charms. (SAY WHEN!) The bas-relief side is Amema and the cut-away side is Conspecifics. This imagery was inspired by the IQ Zoo, an animal training facility and tourist attraction in Arkansas in the 1950's. The animals were trained only using positive reinforcement (no dunce caps).



## Shipping Circle Bag

This bag depicts a "shipping circle" betwixt a loose canon of Strawberry Clocks and Tardigrades. Threads connecting between the characters delineate a relationship which might be romantic or platonic, beneficial or toxic, exciting or enervating. On the all-over-printed fabric, Strawberry Clocks and Tardigrades rendezvous, gossip, perform idol worship, and make right turns.

internal logic  
 otp  
 love  
 like  
 neutral  
 not for me  
 platonic



1 Strawberry Clocks hearken back to the Newgrounds Clock Crew of the early 2000s. In a series of Flash animated shorts, the Crew bantered in robotic Text-to-Speech and engaged in violence and pop cultural parodies. They represent the prioritization of trolling "free speech" over quality control within the Newgrounds community.

2 Tardigrades, also known as water bears, are segmented Micro-animals known to survive in extreme environments, such as the deep sea, Antarctic, and Space. Like the Strawberry Clocks, they are kawaii yet bionic, so they pair with them nicely.

## Fight Cloud Doily Bag

Double-sided mini pouch depicting a cartoon brawl with faux barbed wire strap.



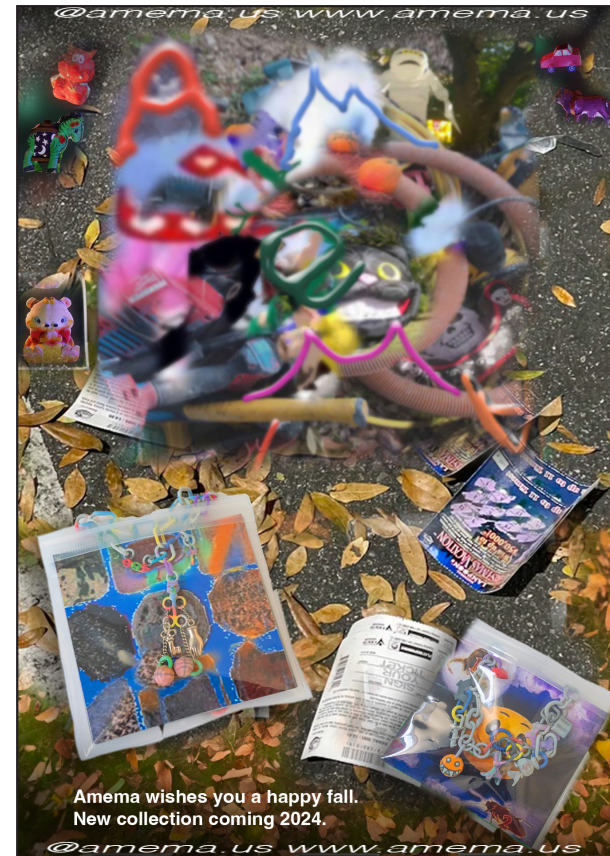
## Transnistria Pence Jug

Archaic knitted coinpurse design with actual Transnistrian 'composite coin' currency on string.



The floppy design can be adjusted for strap length and scrunch factor.

Special Thanks! Alec, who designed the cover, brainstormed, and helped settle design disputes. Fey Fey for her help with patterning and the supply chain. Daniella for taking the forest photos. Isabelle and Olivia for helping with fitting. Ben D., Eve, Tibby and Ed for being our studio mates. Isabelle, Margot, John, Sam, Naomë and Bella for modeling. Raf, Alex and Go for letting us use their spaces. Brianna for styling & wheeling and dealing. Ben L. for making our commercial. Char for consulting on vintage fashion. Hana and Ben K. for location scouting. Are.na and Kinopio for their web-based organizational tools. Liby's mom for helping get things. Tiff's nene for providing remote sewing facilities.



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