

**Still  
available.**

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ**

**abcdefghijklm  
nopqrstuvwxyz**

**0123456789**

**!"#\$%&'()\*+,-./**

**::<=>?@[\\]^\_`{|}~**

**##### «» — — — ...**

**€£¥¢©®™×÷**



117 encoded characters / 32 repeat alternates

10 cleaner replacements / proportional figures

Full inventory and controls: interactive specimen

**UTYPEIA**

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**SELLOUT**

THE PRICE OF PRINCIPLE

**GRUNGE  
FOR SALE**

REBEL CLOTHES. COMMERCIAL TERMS.

*The clothes were cheap. The  
principle wasn't.*

**SOLD**

**principle  
price.**

LOT 001 / SUDBURY DINNER JACKET



**\$35**

AUTHENTICITY SOLD SEPARATELY

NO  
SOUL.

*All the original damage. None of  
the original terms.*

The auction is fiction. The font is real. Free for any use.

Full p

THE PRICE OF

~~priceless~~

\$985

NO RESERVE / NO REFUNDS

AUTHENTICITY / ORIGINAL DAMAGE / NEW OWNERS

inciple

The uniform stayed cheap. The  
mythology did not. A shirt, a pair  
of boots, and thirty years of saying  
no: now itemised.

Sellout keeps the wear in its outlines.  
Cleaner replacement forms change the  
surface, while the heavy silhouette  
keeps collecting royalties.



RE

*Same name.  
Different terms.*

ISSUED

ORIGINAL

**Sellout**

Wear belongs to the drawing:  
chipped edges, clogged  
counters and a heavy silhouette  
that refuses to disappear.

The ss01 switch replaces ten  
letters with cleaner forms. It  
changes S, E, L, O, T and their  
lowercase partners. Same  
advances. Different terms.

COMMERCIAL REPAIR / ss01

**Sellout**

*The Sudbury dinner jacket.*

*The weave gets softer. The  
deal gets harder.*

**again.**