INTRODUCING ERIC KIM HYPERLINEN

Dear friends,

A very very exciting advancement: first prototypes of ERIC KIM HYPERLINEN MARK I are now live!

Why

So the first thought... Why?

I might be the only one who thinks this but, I actually think that your clothes are actually more important than your iPhone. Why?

First, your body your human body is like 1 trillion times more important than the newest generation phone, and also... Assuming that happiness is physical, physiological... what that means is, anything that improves your bodily wellness is good for you.

Why linen

Linen might be the magical fiber, one of the most godlike fabrics on the planet. I'm sure Zeus wore linen, especially in Ancient Greece.

What's first thing about linen is that first, it is insanely strong you don't have to baby you could just throw it in the wash, hand wash it when you're on the road, hang dry it in it like magically dries overnight. I'm also a big fan of merino wool, yet the problem is anything that you get from merino wool ,,, might only last like six months or a year tops. Sooner or later it falls apart and then you just have to buy a new item.

Linen in some ways is antifragile --> the more you wear it, the softer it becomes, the more it molds with your body... And the more beautiful patina it develops.

Last year I made my first prototype 100% HYPERLINEN black tank top, and I've literally wore every single day for the last year, never babied it, threw it in the wash in the washing machine dryer or whatever... And it's like invincible.

new concept

So I probably spent hundreds if not thousands of dollars in like all this cheap over marketed Lululemon fitness branded apparel,,, which is essentially like well designed polyester derivatives... And the big problem is, you just cannot make good products out of it because of the fabric. **Polyester simply cannot make good products**. in fact upon critical thinking... I'm actually not really sure what polyester is good for.

My vision is to bring the elegance of linen, but, pairing it with fitness, photography, travel, active lifestyle stuff... Whether it be rock climbing, hot yoga, hardcore one rep max weightlifting powerlifting, travel, nomadic living etc.

Why hasn't anyone done this before?

It seems that one of the big issues is... linen is like practically absent from the states. everyone either wears cotton or polyester, even the linen stuff that you find in the states is always a cotton linen blend, which is always a poor compromise. I'm also not sure what cotton is good for, besides being readily available. It takes forever to dry, and it's maybe like medium-okay in terms of breathability.

Why linen wins

You cannot fool physics. The way that the flaxseed fibers work is like very fascinating and elegant, you hang it up and you shine it to the sun, and you could see the linen pattern gently lets in air, no two weaves are alike.

My pursuit

Ever since I was like a teenager, I've always been like insanely into clothes, even in my nomadic years in my 20s and 30s, I spend far too much time thinking about clothing, in terms of designing the perfect shirt, tank top, shorts, pants, shoes etc. It is a constant obsession of mine.

Simply put my ambition is to create design and engineer the best clothes on the planet. Bar none. The most innovative designs, and also the most supreme fabrics.

Ultimately, the motivation for the clothes is, to benefit enhance and turbo charge you:

1. To travel more, with less weight, less baggage
2. To feel more energetic and happy with your clothes
3. To derive aesthetic enjoyment from witnessing how elegant you look in the clothes
4. Clothes which improve overtime rather than typical clothes which become more boring overtime
5. To have the supreme confidence that the clothes you're wearing isn't in fact, the best on the planet.

Prototypes

I kind of been like a mad villain, experimenting with all of these interesting new clothes.

Some of the things that I've been experimenting with:

1. ERIC KIM HYPERLINEN PHANTOM SHORTS

100% HYPERLINEN, matte wabi-sabi black. Double layered for your most hardcore lifts, it loves the barbell, abrasions from rock climbing, everyday living etc.

No obstructions, maximum freedom. No pockets to weigh you down, maximum focus and zen. The summit of elegance in tailoring, elegant side cut, slightly longer in the black. Makes a statement, you could probably just wear these with the blazer, and go out for a date in them.

Essentially it is the shorts to conquer all shorts. Perfect room in the thighs, you could squat in them lunge with them, go climbing in them, travel in them, hike in them, it goes with everything, if you wanted to travel the world in them, you could just literally bring this one pair.

2. ERIC KIM HYPERLINEN SHIRT

This one is quite ambitious, ERIC KIM HYPERLINEN SHIRT. honestly I kind of love and prefer tank tops or sleeveless shirts, but I started to experience in LA... The sun is actually unusually strong. I kept getting sunburn in my shoulders, even when applying SPF 50 sunblock. So after about a year of experimentation and thinking about it, I thought... Maybe it is a good idea to bring back the sleeves.

Anyways, the interesting design challenge was, how to design a 100% linen shirt, without buttons in the front. An elegant, one piece design, that is easy to slip on and off, and also provide provides enough mobility in the shoulders, if you wanted to do yoga or lift weights or whatever. And once again... A neck line elegant enough to go eat at a fancy restaurant in. Also a design that is totally unique and makes a statement?

After mindful experimentation and prototyping, we finally nailed it. Maximum mobility in the shoulders in the back, killer neck line, curved with elegance also in the shoulders. Perfect length in the front and back, so the fabric doesn't get in the way of your active life.

When you walk with it it flows with you, it is so beautiful.

3. EXPERIMENT: 100% HYPERLINEN BLAZER & HOOD

This one is kind of a random experiment, I just made a one off for myself but, if you're interested, email me at eric@erickim.com with your size, height, etc.

Essentially, I really like the idea of a sports coat or sports blazer... Essentially for me to be able to be John Wick whenever I want. Yes the problem is... It's just really hard to find a good blazer that looks good and once again is not some random polyester blend.

I know in France it is quite chic to have like 100% white linen blazer for formal events, but I've never seen a 100% black linen blazer?

Then on top of it, an interesting idea... Having a 100% linen hood attached to it, something that could either hide or you can activate it, just in case you want to protect yourself from the sun? Or actually stay warmer from the cold wind? Or something that just looks cool, unique and street?

Anyways, it's like practically done, extremely versatile, two front pockets, you could probably fit two RICOH GR's in them, each front pocket on the left and the right, and also a front left chest pocket. if we think about mythical armor, or a magical item,,, putting it on feels like a cloak of invisibility? When I was trying on the prototype for myself, the thing I kept saying (to myself): "This is so cool,,, this is so cool!!"

how to order

Frankly speaking, i'm actually not 100% sure whether this is worth my time, as clothing and apparel is not really an economically good one, but... I think I care enough or I'm passionate enough about this to pursue it anyways.

1. BUY HYPERLINEN SHIRT

If you're interested in the HYPERLINEN SHIRT, founders price is only 99 USD, you can submit payment here via PayPal >

After you submit payment just either write a note or email me at eric@erickim.com with your sizing, height etc or other specifications.

You can see HYPERLINEN shirt photos and videos here > and YouTube short video here for sizing and fit vision.

2. BUY HYPERLINEN PHANTOM SHORTS

Buy PHANTOM SHORTS 129 USD PayPal here >

Also you can write a PayPal note or just email me your sizing waist size in inches or cm etc to Eric@erickim.com

See more photos here, or a YouTube short video for sizing and fit vision here.

Now what?

Being here in Cambodia Phnom Penh is super fascinating because... essentially I've been using this time to just question everything. Questioning the value of things life etc. Kind of like a deep introspective period for myself.

I think the big idea is **Autotelic entrepreneurship**: innovations and things that you want to experiment simply because you're interested in it... Even though from a financial economics perspective it doesn't really make sense nor is it very profitable? To simply experiment because you're curious about the outcome?

And become interesting because notions of successor failure don't really matter because you're more interested in the sake of the experiment itself?

CONQUER ON!

ERIC

STRATEGIZE WITH KIM

If you want a more tactical vision for your life, shoot me an email at eric@erickim.com so we can conquer the world together.

ERIC

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