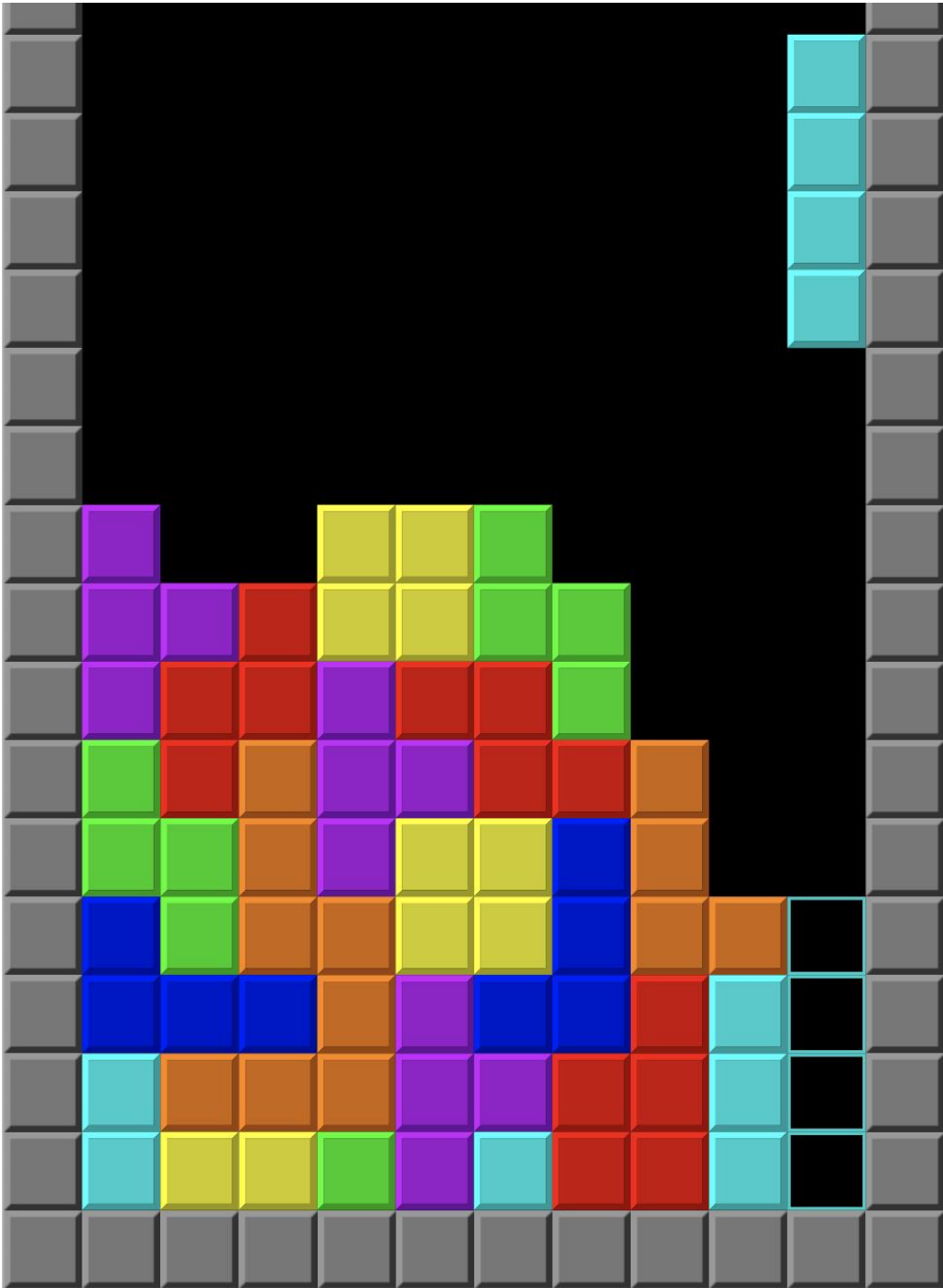


internet

21 things we like



Tetris, Alexey Pajitnov

From Russia With Fun!
VIA Wikipedia, Costco.com





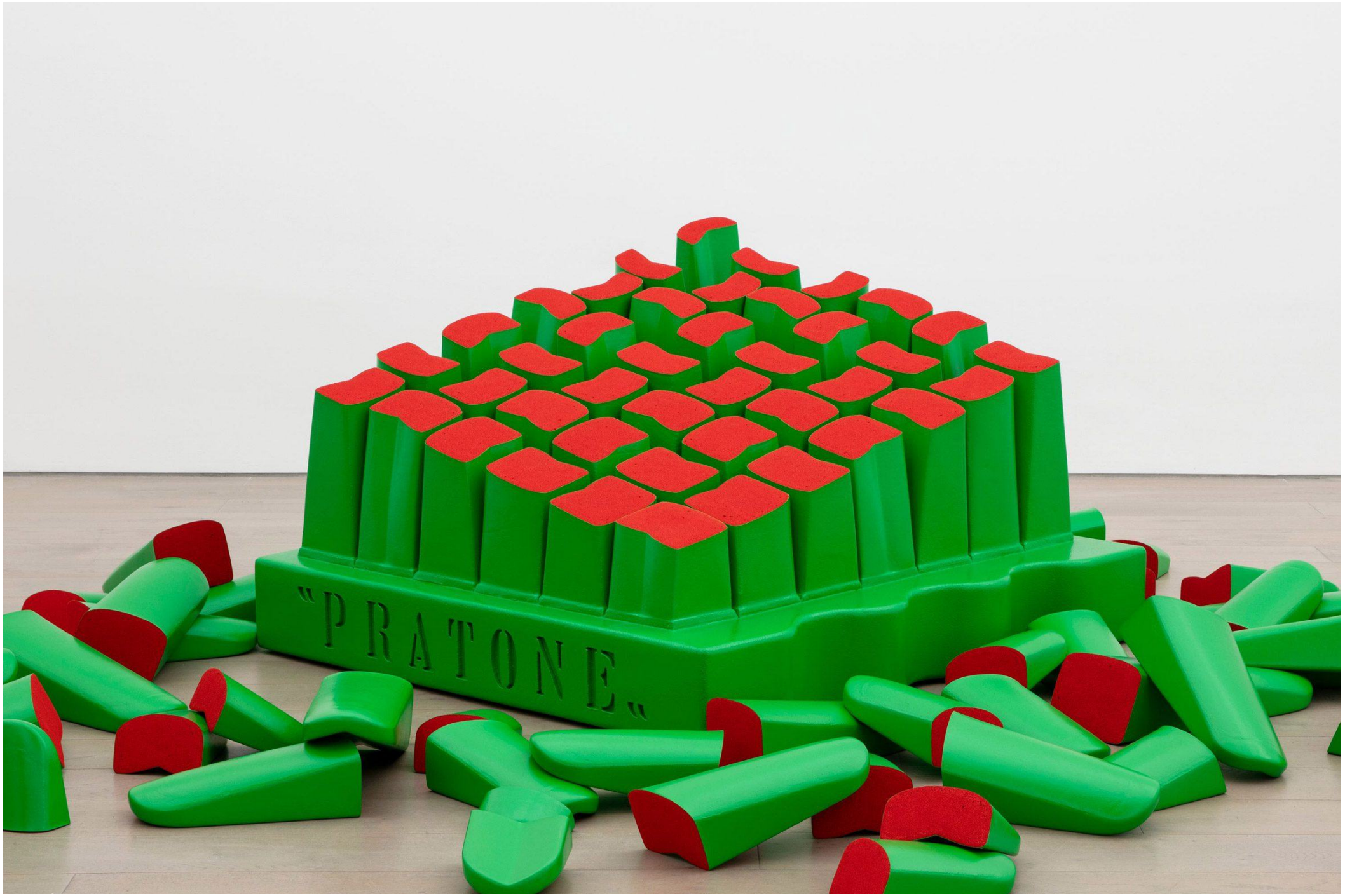
Kim Kardashian, Fortnite

Kim Kardashian's equippable Fortnite skin.
VIA elle.com, x.com/FortniteFNLK

Fortnite teamed up with Kim Kardashian to bring her into the game as a playable character. The skin is based on her real life look, putting her signature long dark hair and a black latex outfit onto an in game model so players can drop into matches as her.

The collaboration comes as a full set rather than just the character. Alongside the skin, players get a bundle of matching cosmetic items, accessories and gear themed around her style, that can be equipped together or claimed all at once from the in game store.

Like Fortnite's other celebrity crossovers, the release turns a real public figure into a collectible in game outfit. It puts Kim Kardashian in the same lineup as the musicians, athletes, and pop culture icons who have been added to the game, letting fans play as her and use her items across any mode.



Pratone, MSCHF x Gufram

An intervention that reveals the inner structure of an iconic piece of furniture.
VIA [dezeen.com](https://www.dezeen.com)

Created in collaboration with Gufram, the work removes the tips of the original Pratone chair's oversized blades of grass, exposing their red interiors and transforming the object into something entirely new. Rather than redesigning the piece, the intervention alters a single characteristic and allows the existing form to take on a different meaning.

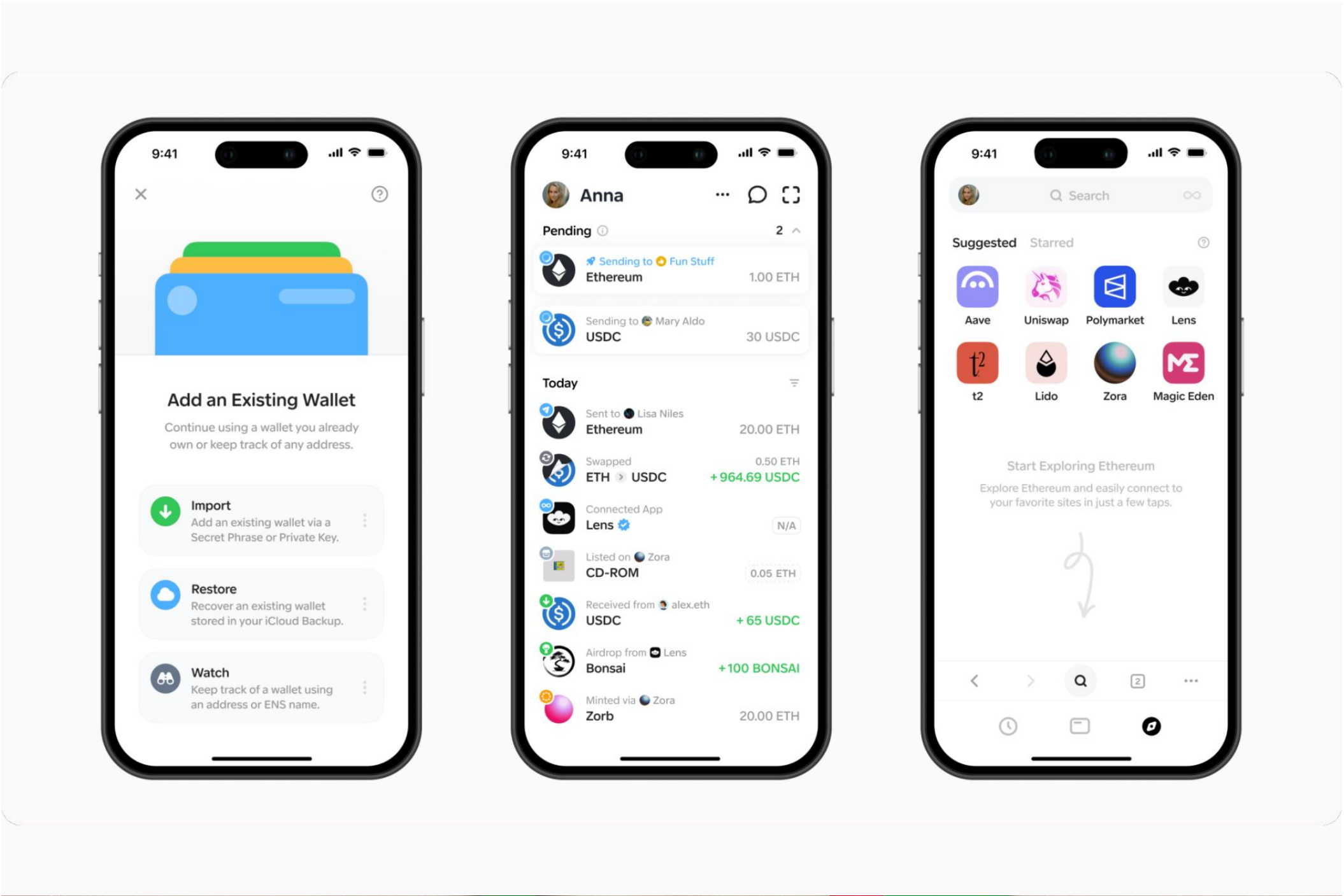
The project demonstrates how subtraction can be as powerful as addition.

By making one deliberate modification to a widely recognizable object, the work feels familiar and unexpected at the same time, reframing an icon of radical design through a minimal yet highly legible gesture.



The Dreamers, NIKE

A campaign that turns aspiration into a simple, universal image.
VIA christenandbertie.com



Family, Benji Taylor

A crypto wallet designed to feel approachable and familiar.
VIA family.co

Family is a self-custodial Ethereum wallet created by designer and developer Benji Taylor. The interface replaces the visual complexity often associated with crypto products with soft colors, generous spacing, and interactions that resemble modern consumer apps.

Wallet activity, token balances, and connected applications are presented in a way that feels clear and inviting rather than technical.

The result is a product that makes an unfamiliar category feel immediately understandable. By borrowing conventions from mainstream consumer software, Family reframes crypto as something that can be simple, friendly, and accessible to a much broader audience.



OEM CARE, OEM

OEM, Care Set
VIA oem.care

OEM is a personal care brand built around a single set of everyday products. The lineup shown here includes a small round case, a fragrance sample vial, two hand sanitizers, a boxed incense, and a large exfoliating hand wash, all tied together under one consistent label system.

The whole set shares a Hinoki scent, a Japanese cypress note that runs through each item from the sanitizer to the incense to the hand wash. Keeping one scent across every product means the items are designed to be used together as a matching collection rather than picked up separately.

The packaging follows a clean, uniform style. The soft green bottles and the single chrome pump bottle give the set a simple, retail ready look.



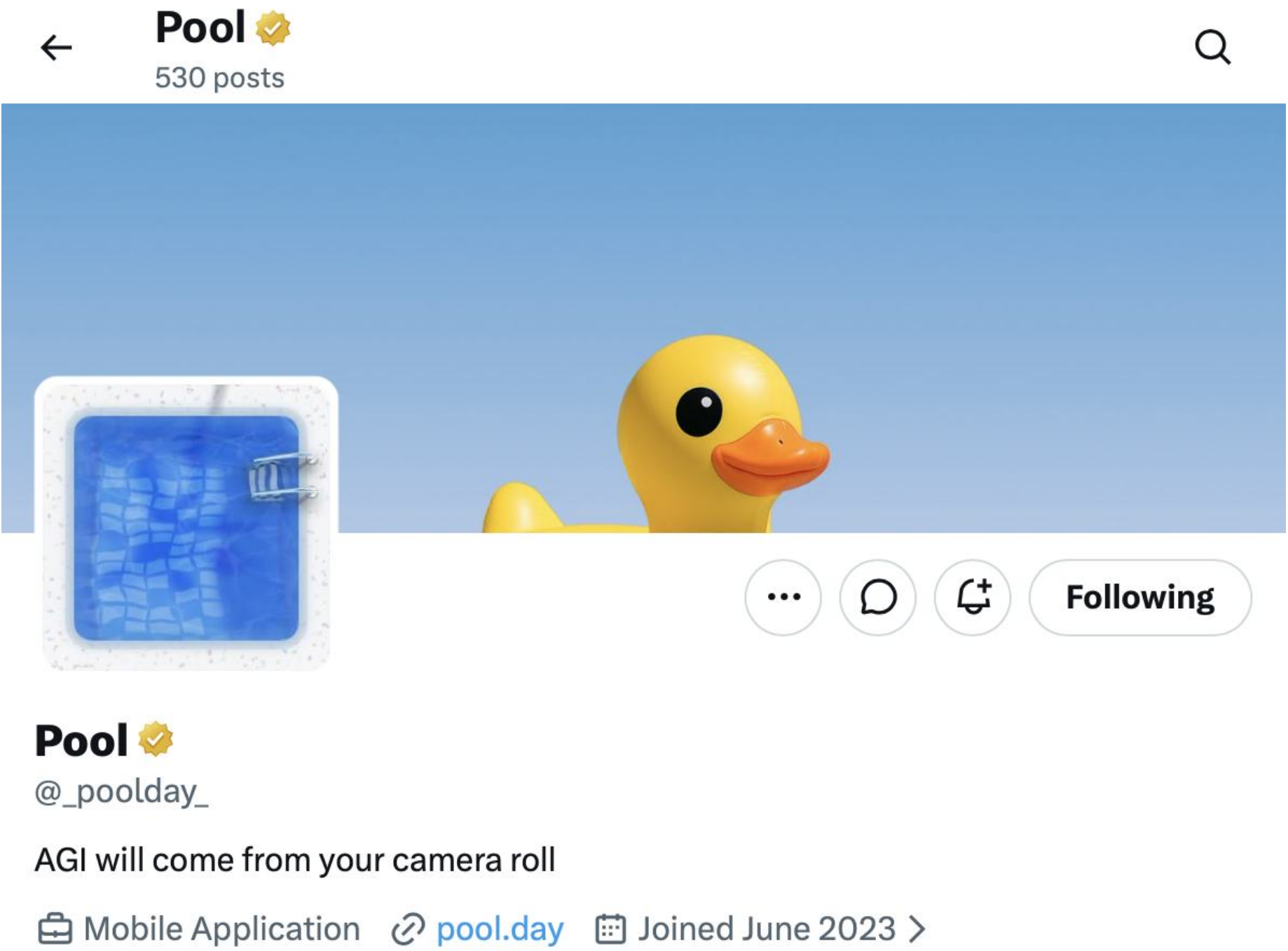
Emily Ratajkowski, Kurt Geiger

2025 Spring Collection
VIA us.fashionnetwork.com



Chair, RIMOWA, Maxwell Arkin

A chair crafted from RIMOWA's grooved aluminium sheets.
VIA [instagram.com/rimowa](https://www.instagram.com/rimowa)



Pool, pool.day

AGI will come from your camera roll.
VIA x.com/_poolday_

Pool is a mobile application, shown here through its profile on X. The page has the usual layout of a verified account, with a banner image of a rubber duck floating on water, a profile picture of a small backyard pool, a post count, a bio, and a link out to its website at pool.day.

The bio sums up the idea behind the app in one line: "AGI will come from your camera roll." It points to the photos people already have on their phones as the starting material the product works with, rather than asking them to create anything new.

The account joined in June 2023 and lists itself simply as a mobile application. The relaxed, playful branding, the duck and the pool, sets the tone for a product that is built around the everyday images in a person's camera roll.



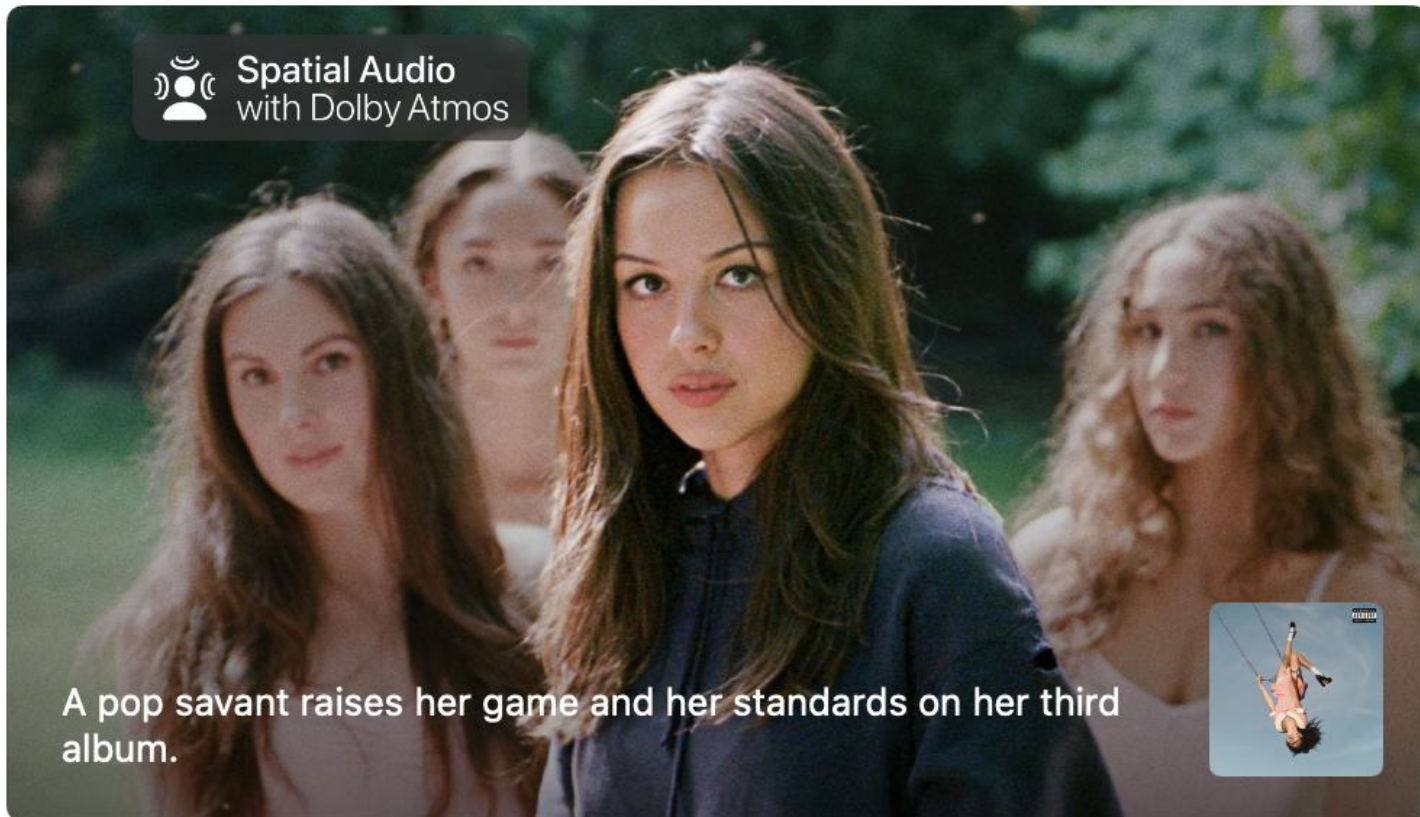
Smart Stack Concept 8, luyuhang

Smart Stack Concept 8.
VIA dribbble.com/luyuhang

PRE-ADD NOW

you seem pretty sad for a girl so in love

Olivia Rodrigo



Olivia Rodrigo, Apple

An album campaign built around emotionally specific copy.
VIA Apple Music

Created to promote GUTS, the campaign places conversational phrases and emotionally specific statements at the center of the experience. Headlines such as "you seem pretty sad for a girl so in love" feel personal, unfiltered, and instantly recognizable, functioning as both copy and cultural commentary.

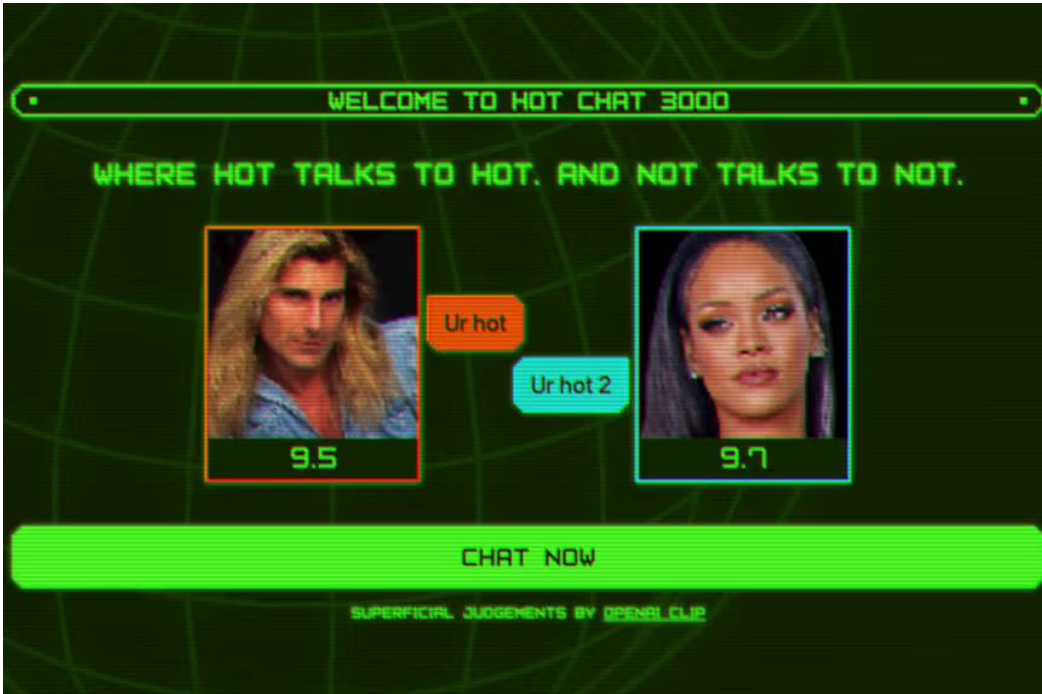
The language is simple, yet immediately evocative.

The work demonstrates how a single line of text can carry as much identity as an image or logo. By pairing intimate writing with understated visuals, the campaign feels contemporary, highly shareable, and emotionally resonant. The result is a brand expression that communicates personality through tone, proving that words themselves can become a distinctive visual system.



Gran Turismo 3: A-Spec, Polyphony Digital

A racing game for the PlayStation 2.
VIA jeuxvideo.com



Hot Chat 3000, MSCHF

A chatroom where only attractive people can talk to one another.
VIA uncrate.com, hypebeast.com

Provocation

Hot Chat is a web experience that asks users to upload a photo and receive a "hotness" score before entering a chat room. People with higher scores can speak to one another, while lower-scoring users are excluded from certain conversations. Presented with retro graphics and tongue-in-cheek copy, the project turns internet vanity and social ranking into a game.

By reducing attraction to a simple numerical score, Hot Chat exaggerates behaviors that already exist across social platforms and dating apps. The result is intentionally superficial, provocative, and immediately understandable.

Observation

The premise is intentionally absurd, yet instantly recognizable. Social platforms and dating apps already encourage users to judge themselves and others through metrics such as likes, followers, and matches. Hot Chat removes the pretense and turns those behaviors into the product itself.



RM UP-01 Ferrari, Richard Mille

The world's thinnest mechanical watch.
VIA luxurywatchesusa.com

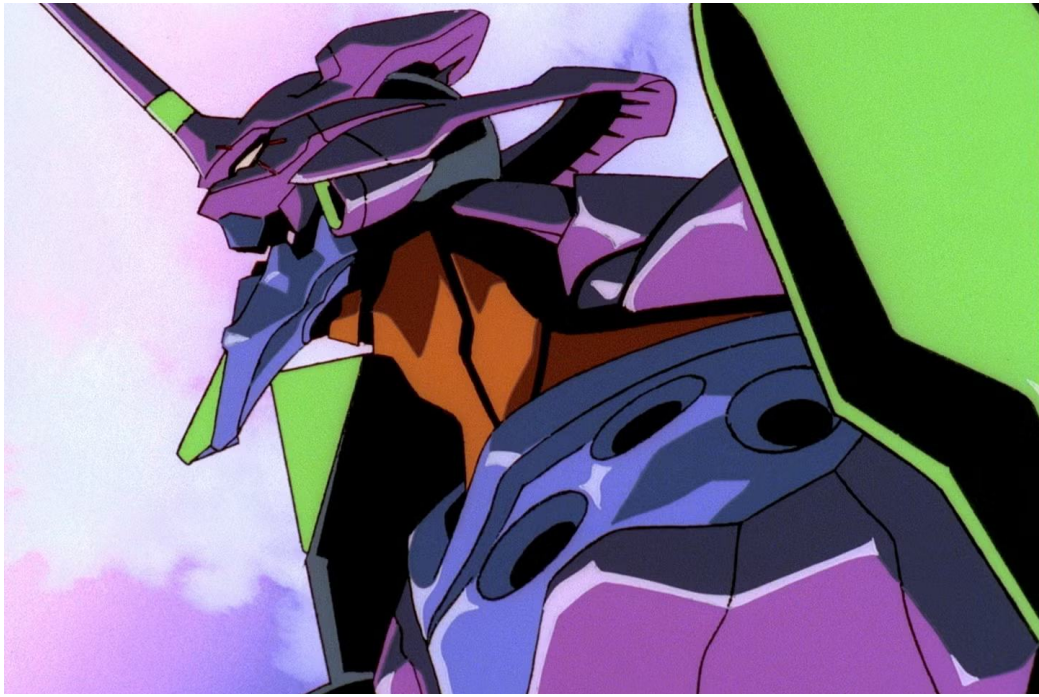
Released in 2022, the RM UP-01 Ferrari measures just 1.75 millimeters thick, making it one of the thinnest mechanical wristwatches ever produced. Developed over several years in collaboration with Ferrari, nearly every component was re-engineered to fit within its highly compressed form. Traditional watchmaking conventions, including the crown and movement architecture, were completely reconsidered to achieve its dimensions.

The watch feels less like jewelry and more like an engineering experiment. Its appeal comes from pursuing a single idea to an extreme and executing it with uncompromising precision. By stripping the mechanical watch down to its thinnest possible expression, the RM UP-01 Ferrari becomes both a technical achievement and an instantly recognizable object.



Louis Vuitton Gloves, Virgil Abloh, Louis Vuitton

A pair of work gloves reimagined as a luxury object.
VIA [hypebeast.com](https://www.hypebeast.com)



Neon Genesis Evangelion, Hideaki Anno

A series that combines futuristic spectacle with psychological drama.
VIA polygon.com, slashfilm.com

Visual Identity

Neon Genesis Evangelion combines giant biomechanical machines, futuristic environments, and highly stylized character design to create one of the most recognizable visual languages in animation. The series uses bold color palettes, sharp silhouettes, and recurring symbols that remain instantly identifiable decades after its release. Its imagery frequently juxtaposes organic and mechanical forms, pairing moments of visual intensity with compositions that feel sparse, graphic, and highly deliberate. Distinctive elements such as the EVA units, angular architecture, oversized typography, and repeated religious iconography contribute to a visual system that is both immediately recognizable and endlessly referential. More than its individual components, the series succeeds because every visual decision feels intentional, creating a world that is cohesive, emotionally charged, and instantly memorable. Its influence can be seen far beyond animation, with its aesthetic continuing to inform contemporary graphic design, fashion, advertising, and internet culture.

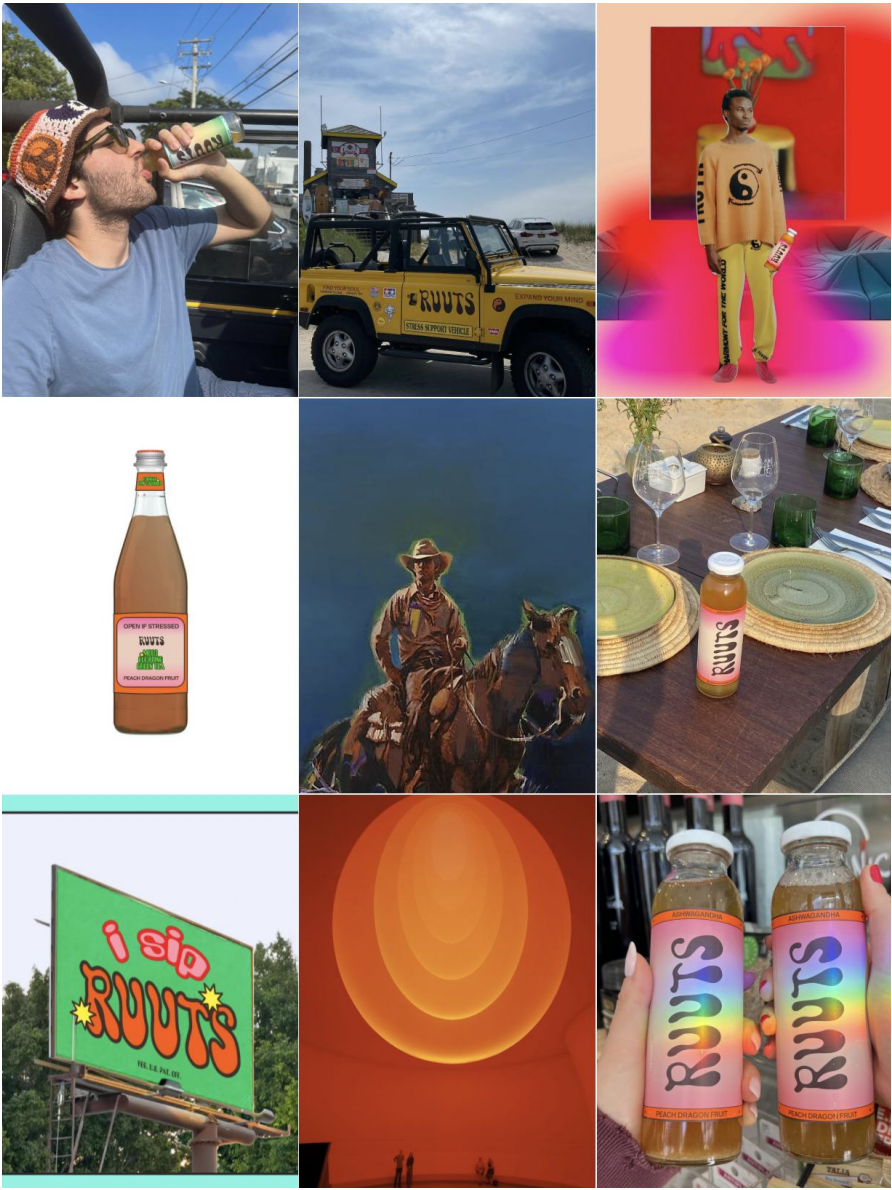
Contrast

The series constantly shifts between scale and intimacy. Large, apocalyptic moments sit alongside scenes of isolation, uncertainty, and everyday life. Action sequences are frequently interrupted by stillness and introspection, creating a rhythm that feels both emotionally heavy and visually dynamic.



Burnout 3 Takedown, Criterion Games

An arcade racing game.
VIA gamestop.com



Iced Tea, RUUTS

Iced tea.
VIA [instagram.com/ruuts.tea](https://www.instagram.com/ruuts.tea)



Big Fruit Loop, MSCHF

A cereal made entirely of one oversized fruit loop.
VIA [foodandwine.com](https://www.foodandwine.com)

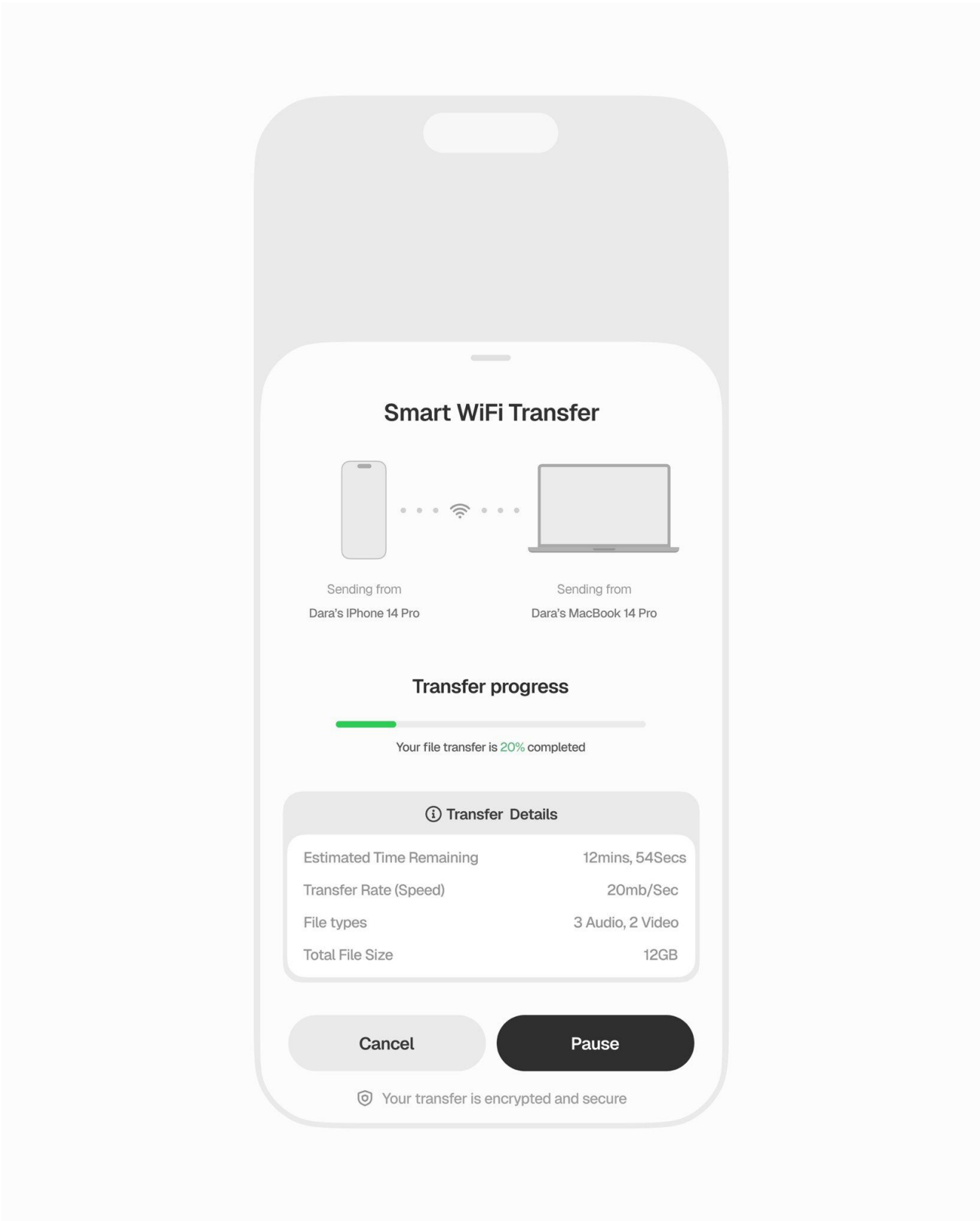
Released in 2022, Big Fruit Loop takes a familiar breakfast food and scales it to an absurd extreme. Instead of a box filled with small pieces of cereal, the product contains a single, giant fruit loop packaged and marketed like an ordinary grocery item. The concept can be understood instantly, requiring almost no explanation.

The project is defined by its commitment to the joke. Everything, from the packaging and photography to the product itself, is executed with the same level of care and polish as a traditional consumer brand. By exaggerating a universally recognizable object, Big Fruit Loop transforms an everyday product into something playful, surprising, and highly shareable.



“FIGURES OF SPEECH” Installation, Virgil Abloh

An architectural model by Virgil Abloh.
VIA whitewall.art



Smart WiFi Transfer, N/A

Transfer Progress Screen
VIA are.na/yihui-h/channels

internet