

# COMPLEX

A Marc Eckō Production  
THE ULTIMATE BUYER'S GUIDE FOR MEN

# T.I.

Home for the  
Holidays with  
the American  
Gangster!



ROB & BIG  
JENNA  
JAMESON  
ALCHEMIST  
T-PAIN  
& 120  
OF THE  
FASTEST  
CARS!



**Flip For**  
Winter Buyer's  
Guide & Hot  
Girls Hit the  
Street

CRIMES &  
HARD TIMES  
LIFE ON THE  
RESERVATION

PAGE 80

TRAP OR DIE  
LOCK DOWN  
A WINTER  
WIFEY!

PAGE 86

**BIG  
THINGS  
CHOPPIN**

# HOUSE INDUSTRIES

Andy Cruz talks us through his Delaware-based design studio and House33 clothing line.



**JACK THE FOX VINYL TOY**

"We found out that the Soho district in London where we had our first shop was at one time the royal hunting grounds. This is the 33 mascot, coming soon."



"GOOGLE SEARCHES SEEM TO BE HOW A LOT OF [CLOTHING] LINES HAPPEN THESE DAYS."



**IDENTITY FOR AGENT PROVOCATEUR**

"Agent Provocateur bought a font online that anyone could buy, and people outside the company were using it to make fake product. AP realized that they couldn't get too far away from the established mark, but they needed to create a custom identity that was harder to knock off. We did different marks and a full type-set for them to help create a solid identity."

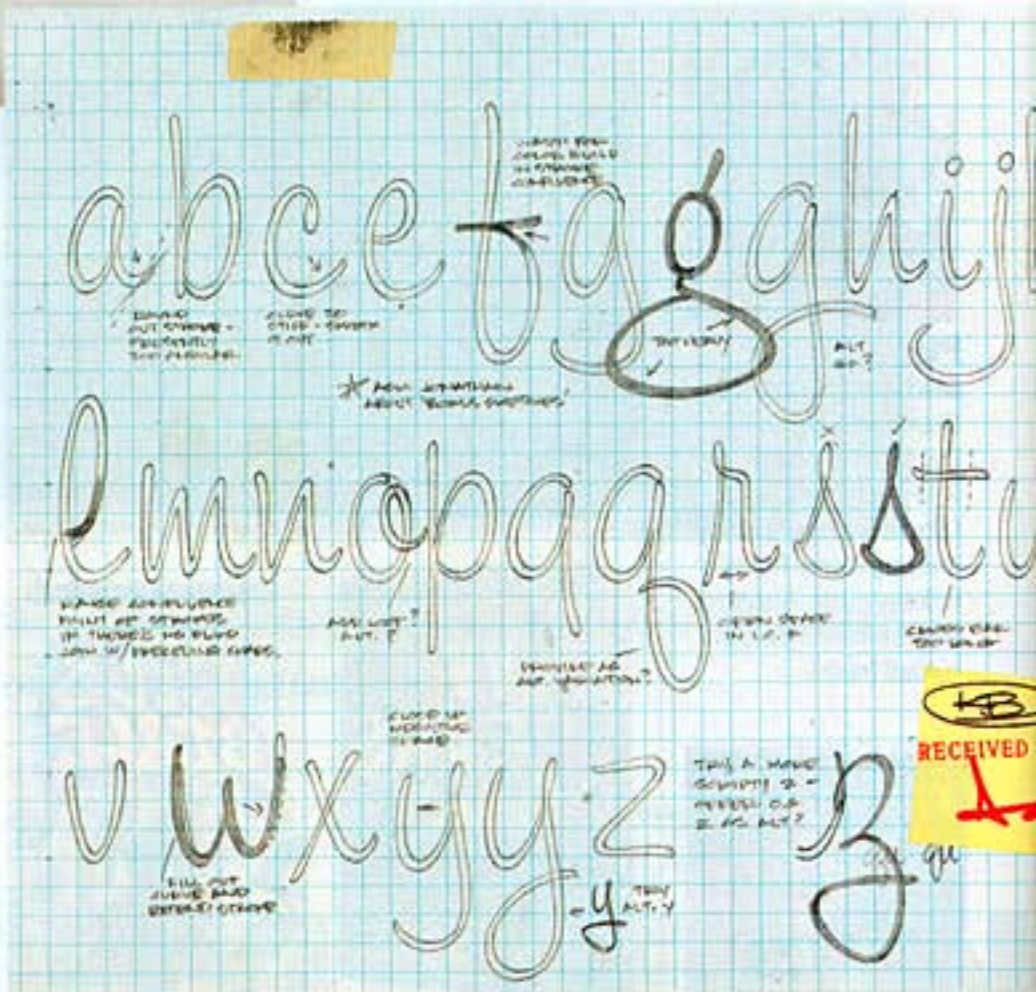
**ED BENGUIAT FONT SET**

"We worked this script off of Ed Benguiat, the guy who designed the *Planet of the Apes* logo. He essentially laid the foundation for modern pop-type. We looked at his style and developed a series of six fonts that designers can buy and use. Working with iconic artists allows us to educate the design community and give them scripts to work with."



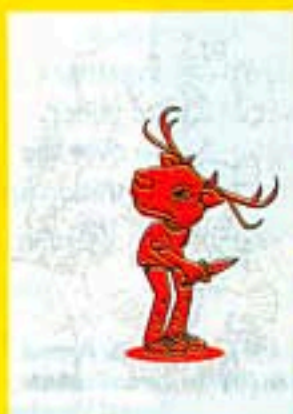
**HOUSE33 CLOTHING**

"Our clothing line stems from the illustrated type that we create here with House Industries, and if you look at our line you can see that the graphics are very illustrative. We've always been more about the craft behind the artwork than scanning or photocopying something from an old mag. Unfortunately, Google searches seem to be how a lot of lines happen these days."



**DOPE ART FOR SALE**

INVEST IN ORIGINAL WORK FROM COMPLEX-APPROVED ARTISTS.



**Artist:** Andrew Pommer  
**Title:** *Deerhead*, 18" x 24" silk-screened print, \$40  
**Site:** thelab101.com/store



**Artist:** Tim Tomkinson  
**Title:** *The ATA*, 6" x 9.75" gouache, ink, and colored pencil, \$500.  
**Site:** timtomkinson.com



**Artist:** Josh Keyes  
**Title:** *Encoded #2*, 9" x 12" acrylic on birch panel, \$850  
**Site:** limitedadditiongallery.com