

# MADE SICK

## A Bathing Ape × Sick Boi Makes Stuff

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*Where obsessive Japanese curation meets raw Welsh authenticity.*

Crafted with precision. Born from pain. Worn with purpose.

Prepared: May 2026

*Confidential — For creative review only*

### × 01 — THE COLLABORATORS

#### **NIGO (Tomoaki Nagao)**

Born 1969 in Gunma, Japan. Widely celebrated as a foundational pioneer of global streetwear, NIGO's influence spans fashion, music, and cultural curation across three decades.

##### **Creative Credentials**

- Founder, A Bathing Ape (BAPE) — 1993
- Founder, Human Made — ongoing
- Creative Director, KENZO (LVMH) — 2021–present
- Co-founder, Billionaire Boys Club with Pharrell Williams
- Collector, DJ, and record producer with deep hip hop roots
- Collaborations: Louis Vuitton, Adidas, Levi's, Supreme

##### **Brand DNA**

Obsessive curation and scarcity. Japanese precision and craftsmanship meeting Western pop culture. Ape head iconography, camo patterns, bold graphic language. Everything NIGO touches feels considered and timeless.

#### **Ren Gill**

Born 1990 in Wales, UK. Musician, storyteller, and creative force behind "Sick Boi Makes Stuff." Ren has built a fiercely loyal global audience through radical honesty, vulnerability, and extraordinary craft.

##### **Creative Credentials**

- Independent musician with millions of listeners worldwide
- Known for: Hi Ren, Money Game trilogy, Money Ties, Violet's Tale
- Chronic illness (EDS) openly documented throughout his work
- Neurodivergent voice with anti-establishment ethos
- Hand-made, imperfect, deeply personal creative process
- Collaboration with Chris Webby: "Down the Road" (Inpatient, 2026)

### Brand DNA

Raw authenticity over polish. Chronic illness, neurodivergence, working class British grit. The process is part of the statement. Anti-establishment but not nihilistic. "Sick Boi Makes Stuff" as both identity and manifesto.

### × 02 — THE CREATIVE TENSION

## Why This Collaboration Works

On the surface, NIGO and Ren Gill represent opposite poles of the creative world. That opposition is not a problem to solve — it is the product.

NIGO	Ren Gill
Hyper-curated luxury	Radical raw authenticity
Scarcity and limited runs	Imperfect by design
Japanese precision	Welsh working class grit
Collector culture	Anti-establishment
Institutional credibility	Independent outsider
Global brand architecture	Deeply personal narrative

"The tension between these two figures is not a problem to solve — it is the creative opportunity.

*NIGO's obsessive perfectionism applied to Ren's deliberate imperfection creates something neither could make alone."*

### × 03 — THE NAME

## MADE SICK

The collaboration name carries three simultaneous readings, each one authentic to both collaborators:

Reading 1	Reading 2	Reading 3
Reading 1	Reading 2	Reading 3
Crafted with obsessive, meticulous care.	Made while ill.	Sick as in extraordinary.
	Born from pain.	Sick as in extraordinary.
NIGO's perfectionism.	Ren's lived experience of	Street language bridging
Made means made properly.	chronic illness as creative force.	Tokyo and South Wales.

No reading cancels another. All three operate simultaneously. This is a name that rewards attention — which is exactly the kind of audience both NIGO and Ren have cultivated.

#### × 04 — BRAND HOME OPTIONS

## Recommended Hosting Partners

The Made Sick collaboration requires a host brand with sufficient heritage, cultural credibility, and canvas for creative expression. Three candidates are identified, ranked by fit.

### 01. Levi's — Primary Recommendation

#### Best Fit

Levi's sits at the intersection of NIGO's existing portfolio and Ren's natural aesthetic. NIGO has designed for Levi's previously, establishing creative precedent. Denim as a material carries inherent metaphorical weight — worn-in, honest, built to last.

- NIGO has prior creative relationship with the brand
- Working class origins resonate authentically with Ren's ethos
- Denim as metaphor: worn-in, enduring, honest material
- Sufficient canvas for both graphic sophistication and raw storytelling
- Global distribution without losing underground credibility

### 02. Clarks Originals — Strong Second

Clarks is deeply British, which anchors Ren's identity geographically and culturally. The brand is already embedded in hip hop culture through Jamaican and UK scenes — particularly the Wallabee's cultural journey. Understated enough that NIGO's eye could elevate it without overwhelming Ren's rawness.

- Deeply British brand heritage aligns with Ren's Welsh identity
- Existing hip hop credibility (Ghostface Killah, UK grime scene)
- Understated aesthetic creates space for the collaboration to define itself
- Footwear as anchor allows broader apparel extension

### 03. Carhartt WIP — Dark Horse

Carhartt WIP's "Work In Progress" positioning is thematically perfect — the name alone articulates something true about both collaborators' creative processes. Workwear authenticity suits Ren's sick boi aesthetic; European streetwear credibility is respected by NIGO.

- "Work In Progress" — the brand name is the concept
- Workwear authenticity suited to Ren's aesthetic
- European streetwear credibility respected within NIGO's world
- Strong existing collaborator programme with cultural artists

× 05 — CREATIVE DIRECTION

## Aesthetic Framework

The Made Sick visual and material language emerges directly from the tension between its two creative forces. Nothing is arbitrary.

### Palette

Name	Hex	Role	Meaning
Ink	Gold	Wound Red	Bone
#1A1A1A	#C8A96E	#C84B31	#D4CFC6
Dominant base.	Accent and detail.	Signal colour.	Secondary neutral.
The darkness before creation.	Craft, care, precision.	Pain, vitality, urgency.	Wo

### Material Language

- NIGO's graphic precision applied to Ren's hand-drawn or imperfect visual language
- Limited run, deliberately unpolished finishing alongside meticulous construction
- Storytelling embedded in the garment itself
- BAPE camo reimagined through Welsh or British folk visual tradition
- Lyrics, illness journals, synesthetic colour fields worked into textile patterns

### Product Direction

- Selvedge denim with hand-stitched lyric detailing (if Levi's)
- Overprinted workwear canvas with folk-camo graphic (if Carhartt)
- Wallabee in aged leather with Ren's handwriting inlaid (if Clarks)
- Accessories: tote, cap, and zine — all three drops include a printed document

### × 06 — DROP STRATEGY

## First Release Framework

The Made Sick first drop is designed as a tightly controlled capsule. Scarcity is structural, not performative — each piece is genuinely limited by the labour required to make it.

Phase	Description
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Drop 01 — Announcement	Ren documents the making process live
Drop 02 — Physical release	Capsule of 5–10 pieces, globally simultaneous
Drop 03 — Archive edition	Single signed piece per territory
Ongoing — Zine series	Printed document accompanies every drop

Every drop includes a printed document.

*A zine, a lyric sheet, a diagnosis letter, a sketch. Something made on paper that you hold in your hands. This is non-negotiable — it is the conceptual anchor of the entire collaboration.*

#### × 07 — A NOTE ON FAN CULTURE

### The Parasocial Problem

Any collaboration involving Ren Gill must navigate a specific and important tension: his fanbase is among the most emotionally invested in contemporary music. This is a creative asset and a risk to manage carefully.

Fans of artists who build deep personal connection through vulnerable storytelling naturally feel a sense of ownership over the artist’s identity and decisions. When that artist collaborates, fans may react as though they have been consulted and overruled.

This dynamic surfaced in response to Ren’s 2026 collaboration with Chris Webby on “Down the Road” (Inpatient), where some fans took issue with Webby’s lyrical choices — specifically his first-person portrayal of Satan’s backstory, which some read as theologically revisionist.

Recommended approach:

*Lead with process transparency. Show the making. Fans who feel included in the creative journey are significantly less likely to feel betrayed by its outcome. Ren already does this instinctively — the collaboration should formalise it.*

#### × 08 — CLOSING STATEMENT

### Why Now

Streetwear has spent a decade chasing authenticity. Most of what passes for authenticity is a style decision — distressed fabric, lo-fi photography, anti-logo logos. Made Sick is the real thing: a collaboration between a person who built one of the most influential brands in fashion history, and a person who makes things from his sickbed and puts his medical records in his liner notes.

That combination has never existed before. It should.

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