

Call it a sacrifice to the hype gods

By Jonathan Evans

- 1 I don't have an ouchie right now, but I will soon. Because soon, Supreme is going to release Band-Aids as part of its spring/summer 2019 collection. Yes, real Band-Aids, made in partnership with Johnson & Johnson and offered in a 20-pack of assorted sizes. (The price, thus far, is unknown. But no matter what it is, you can bet it'll skyrocket on the secondary market.)
- 2 The release date is February 21 in-store and February 25 online. So, depending on whether or not I can make it to one of the brand's brick-and-mortar locations or have to deal with buying online and waiting for shipping, I need to acquire a boo-boo somewhere between the afternoon of February 21 and late morning on February 27.
- 3 This is not an optional thing. I need a semi-significant owie at some point in the date range. I have to scrape my elbow, or get a hangnail. I need to (non-severely) cut my hand while preparing the avocado toast that prevents me from qualifying for home ownership. I have to bark my shin on my coffee table just enough to draw a trickle of blood, then commit to wearing shorts in NYC in early March.
- 4 Because I'll tell you this: Supreme is making Band-Aids. And there is no way I'm gonna be that poseur who slaps a logo-heavy adhesive bandage on my person without an actual cut or scratch or other minor injury beneath it. This brand is about authenticity.
- 5 Now, real quick, could someone punch me in the face just hard enough to open up a 1cm cut on my left cheek?



esquire.com, 2019