

T H E 4 2 0 R E M I X

CONSUMER
ADVISORY
CONTAINS CANNABIS



HUF x
CYPRESS HILL

Q2
four twenty
collection
2024

HUF



Formed in 1988 in South Gate, California, Cypress Hill ushered in a new era in hip-hop with a 420-friendly bounce and hard rock delivery. Outspoken advocates from the jump, from psychedelia and rock to Latin percussion and jazz, the Hill brought all their influences to the mix with a crossover appeal and raw realness unseen in the rap game.

The HUF x Cypress Hill 420 Remix goes back to greener pastures, drawing from the art, vibes, and sounds of their early stoner classic albums. Mixing their iconic punk-inspired imagery with their fictional mascot Dr. Greenthumb, the '90s-inspired capsule reimagines vintage merch through a modern lens with a capsule that pays homage to their roots, influence, and innovation.





- Poly Dazzle & Mesh Football Jersey
- Printed Artwork At Front, Back, & Both Sleeves
- Demask Woven Locker Label
- HUF Woven Label At Interior Neck

PVP: 105€



- Printable Hooded Sweatshirt
- Screen Printed Artwork At Chest & Sleeves
- Kangaroo Pocket
- Drawstring Hood
- HUF Woven Label At Interior Neck

PVP: 110€



BLACK

- Short Sleeve Tee Shirt
- Screen Printed Artwork At Front & Back
- HUF Woven Label At Interior Neck

PVP: 50€



BLACK

- Short Sleeve Tee Shirt
- Screen Printed Artwork At Left Chest & Back
- HUF Woven Label At Interior Neck

PVP: 50€



WHITE

- Short Sleeve Tee Shirt
- Screen Printed Artwork At Left Chest & Back
- HUF Woven Label At Interior Neck

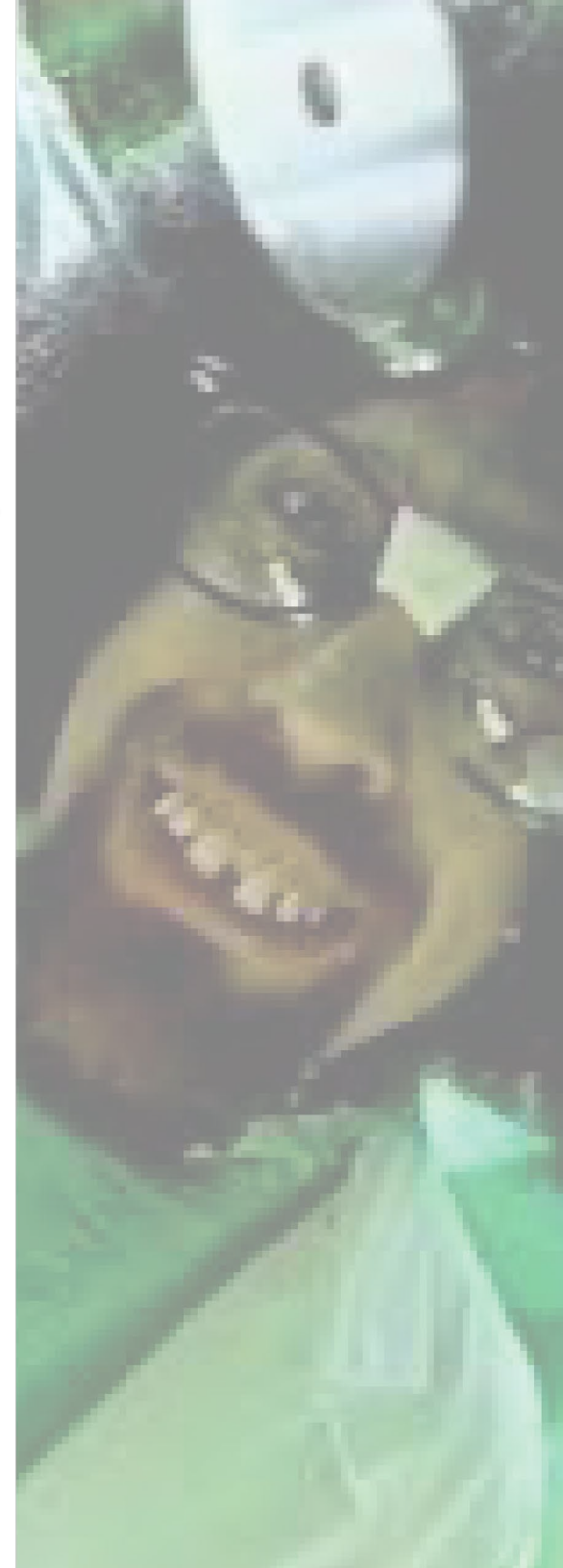
PVP: 50€



BLACK

- Short Sleeve Tee Shirt
- Screen Printed Artwork At Front & Back
- HUF Woven Label At Interior Neck

PVP: 50€





NATURAL



BLACK

- Cotton Twill 5-panel Hat
- Direct Embroidery On Front Panel & Back Arch
- Snapback Closure
- HUF Green Woven Flag Label At Back

PVP: 50€



BLACK

- Crew Length Sock
- Jacquarded Artwork
- Heat Transferred Artwork On Footbed

PVP: 23€



BLACK

- Printed Nylon Fabric
- Approx 35" X 60"
- Corner Grommets

PVP: 30€

MARKETING SUPPORT

★★★ PROJECT

HUF x Cypress Hill marketing support will include an extended social rollout and campaign, including digital advertising, product seeding, press push, and activation. Cypress Hill will be included in the photoshoot and marketing assets and will also be promoting this release across all of their social channels.

ASSETS

- Conceptual Lookbook
- Video Commercial
- Elevated Product Imagery
- Digital Advertising
- Web Banners
- Retail Windows
- Press Release



★ PROJECT

One and done right. Digital-focused releases

★★★ PROJECT

Along with 1 star support, 2 star stories are elevated through a longer-digital life, including a digital ad program, product seeding, press push, and additional messaging.

★★★★ PROJECT

Along with 1 and 2 star support, 3 star stories are the most heavily marketed projects of the year. Each project is bolstered by a multi-pronged approach, ranging from a robust social plan, richer digital ad strategy, outdoor advertising, retail activations, full-scale press push, events and other custom activations.



PARENTAL
ADVISORY
EXPLICIT LYRICS

HUF

HUFWORLDWIDE.COM