

**...is Just a
Number...**

Hello there,

Let's start off on the right foot - dive straight into it. THE number one question everyone will ask about this is; "What does 3-3-20 mean?" Well...

We don't aim to be labeled as any category. We make shoes and surrounding items to the best of our ability, taste and memories along the self-imposed guidelines "integrity is key" and "intention to detail".

The labelling will inevitably come as a result of human nature. But it won't come from us.

For us meaning and value are highly individual parameters, and we strive to work and create products based on those notions. Basically saying "One persons trash/another persons treasure". We can provide clues and context but real value is created by you. Without that, 3-3-20 is just a number.

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contact info@3-3-20.com, let's make a good deal
for the next issue of "Manifesto".

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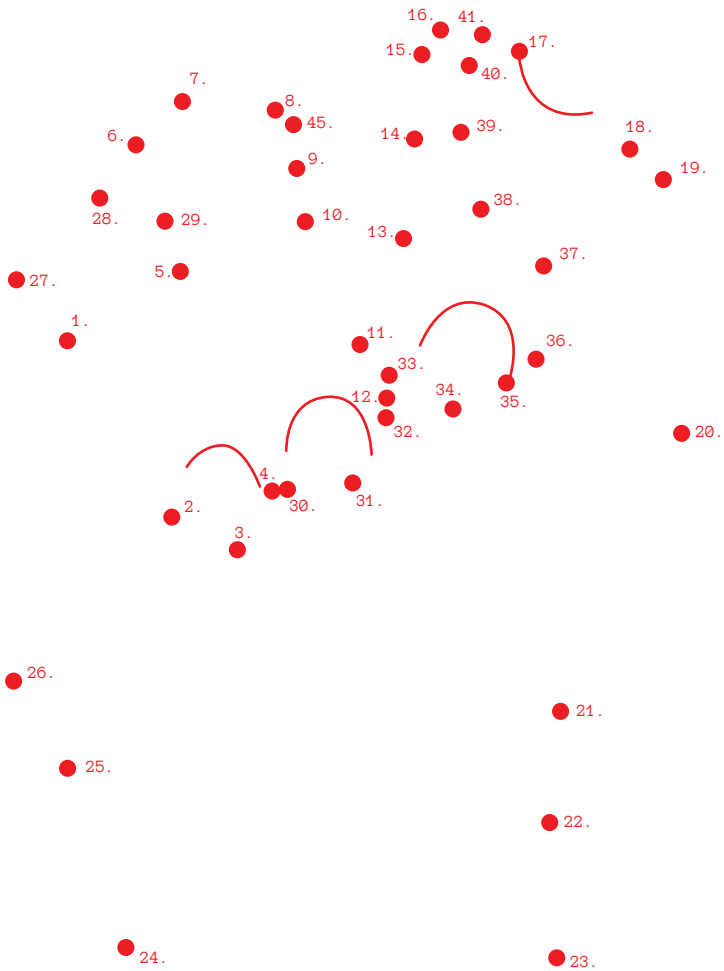
Don't be a stranger :)

A word from the editor...

I grew up skateboarding in the late 80's, it consumed my whole life, still to this day actually - three decades later. Back then before the internet was widely available we had to actively search for inspiration, for the things we wanted, music / clothes / videos - SHOES! We'd see our idols on film wearing Clydes, Dr J's, Campus, and none of that stuff was available anywhere in Sweden where we grew up. We'd go to sports retailers and ask if we could dig through their basement storage only to find some obscure forgotten indoor shoes...not exactly the style we wanted, but the next best thing. The allure of the hunt and the outsider status was all part of the thrill, skateboarding was totally dead at the time and we found our home and family in a garage beneath the Sheraton hotel. There was power in community. Back then we could identify our kind by just looking at the shoes, by the brand or by the wear and tear on the side. These codes became part of our self value. The gear we looked for wasn't necessarily the most expensive shit, but it had to be right! We'd constantly re-appropriate and re-interpret our surroundings, find the most fun together in the most derelict parts of the city. Needless to say all these experiences are part of 3-3-20. We pour memories into this brand and try to make things right, just the way we like them. Hopefully those who know will see it and those who don't will re-imagine it.

43.
44. 42.

Connect the dots...





Thoughts on Biz' with the Co-Editor

- Well, let's get a bit serious for a second, tell us your thoughts on how this thing should be run from a business perspective.

D: To us business means creating value, as equally as possible to all stakeholders in the supply chain, from the manufacturer to the end consumer. Profit is and never will become our motivational factor or driving force. In fact – it's just a means to survive and continue to do the things we love – to keep the wheels spinning – slowly. Most successful companies are built over time, a long time – Venture capitalists and profit hunters please look elsewhere, nothing to see here.

- What about the sales and distribution part?

D: Excel sheets never built any distribution. It's all about presence, collaboration and co-operation. We aim to distribute and sell our products via a tight distribution network of well curated retailers operated by people who share our values in life in general and our brand in particular.

- We will never cut corners for bigger profit.
- Our products on sale is a failure to us.
- Supply – but always emphasis on DEMAND.
- To us MOQ means MAXIMUM order quantities, we don't bite more than we can chew, and neither should you.

- *What's your take on production?*

D: High quality to us equals sustainability, the better the quality the longer the product lasts. With that being said the message to the consumer is; buy less but better/quality products, as simple as that.

- *Name three albums that made an impact on your life*

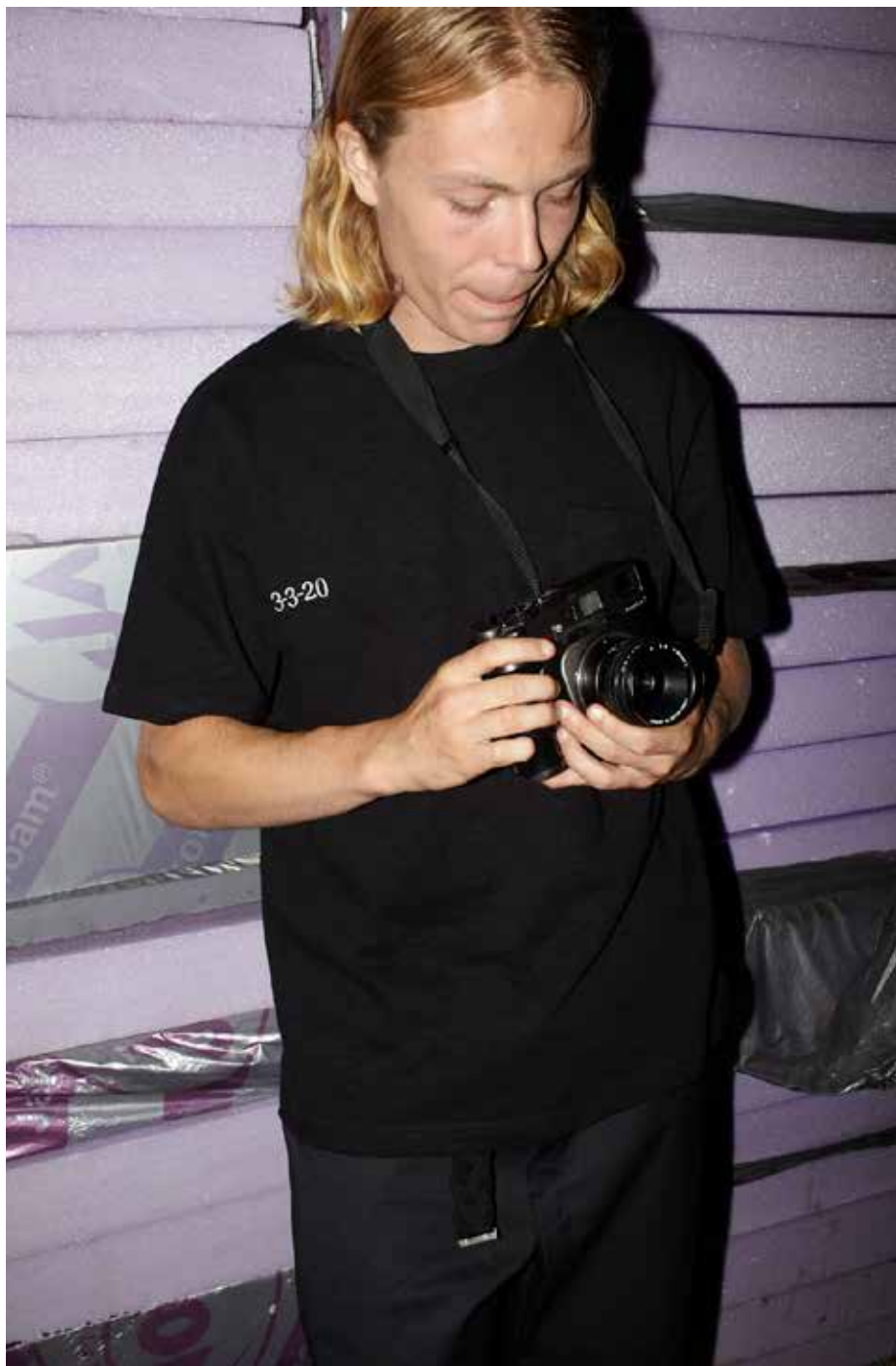
- 1 • "Revolver" - The Beatles
- 2 • "Dirty" - Sonic Youth
- 3 • "The Stone roses" - The Stone Roses

- *Any closing words?*

Nah, not really but a quote from Sir David Attenborough is never miss placed;

"Anyone who thinks that you can have infinite growth on a planet with finite resources is either a madman or an economist."



















Reader Survey

Take a photo of this page and send to info@3-3-20.com for a chance to win a T-Shirt or something...

What are you into when not filling in stupid surveys?

- Raving
- Sex/drugs/rock n roll
- Skateboarding
- Sleeping
- Working
- Art

Other:

- Prefer to shop?
- Online
 - In store
 - Both

Interested in politics?

- Couldn't care less
- Yes
- It's all a scam

Name a favourite band/group.

Favourite Website?

Will you join the 3-3-20 secret society to know the true meaning of the numbers?

- Yeah, sign me up
- Hell no, sounds scary

Name

Age

[]

E-Mail

Now look in your underwear, what sex are you?

- Male
- Female
- Don't know

What do you think of the 1st issue of 3-3-20 manifesto?

- It's Shit
- It's OK
- Best thing I ever read

T-Shirt Size?

- S
- M
- L
- XL

Number of countries travelled to

- 1-3
- 4-7
- 8+

Tips for a happy life

- Don't put yourself in too much debt – financial or emotional
- Live within you budget aka. Don't bite more than you can chew.
- Try living in a collective for a bit
- Avoid buying too much crap! (3-3-20 included)
- Listen to Black Sabbath! (or other music of your choosing)
- Be kind
- Look outside the internet, and inside yourself
- Sometimes...burn right where you stand



Recipes, from good to great or bad to worse - up to you

In dire times of need (emergency situation only!)

- LEFT OVER BURGER -

4 sheets toilet tissue
1dl Ketchup

- Apply ketchup to paper sheets,
- layer like a hamburger
- eat at room temperature.

Congratulations you've hit rock bottom in your life, the only way is up!

- COCOA BALLZ -

100 g butter.
1 dl sugar.
1 tablespoon vanilla sugar.
3 tablespoons cocoa.
3 dl oatmeal.
3 tablespoons cold strong coffee

- Melt the butter and simmer for a short while.
- Stir together sugar, vanilla sugar, cocoa, oatmeal, coffee and butter.
- Set in a refrigerator so that the batter solidifies a little - about 1 hour.
- Shape balls. Roll in coconut flakes or other garnish. Serve with coffee.

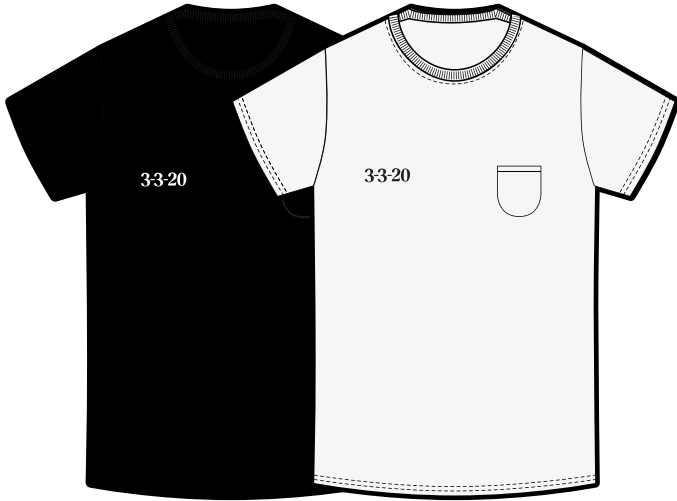
95% of the world population would kill to be in your shoes.

How to order

Send an email to daniel@3-3-20.com to get access to our B2B order platform.

“Index“ Suede Sneaker		
Suede Upper, fully lined cow leather, rubber sole, cotton laces. Packed with dustbag and extra laces. Designed in Sweden, custom made in Portugal for 3-3-20.		
Size Chart		
EU	JP	US
36	22.5	4.5
37	23	5
38	24	6
39	25	7
40	25.5	7.5
41	26	8
42	26.5	8.5
43	27.5	9
44	28.5	10.5
45	29.5	11.5
46	30.5	12.5





“3-3-20“ 320g Heavy Weight Jersey w.pocket.
Designed in Sweden, custom made in Portugal
for 3-3-20.

	S	M	L	XL			
BLK							
WHI							



“Transorbital“ 190g Mid-Weight Jersey.
Designed in Sweden, custom made in Portugal
for 3-3-20.

	S	M	L	XL			
YELL							
WHI							
NAVY							
BLK							



“World Premier“ Vinyl Sticker Pack

Size 80x81mm

Colour: B/W



www.3-3-20.com