



VENDRE

A modern sanserif display font that knows
how to strike a pose.

MOOD BOARD / WORD LIST / INSPIRATION.....PG1

TEXT DESCRIPTION.....PG2

GLYPH SKETCHES.....PG3

METRICS: SCTRUCTURE.....PG4

WORDS.....PG5

REAL WORLD APPLICATION.....PG6

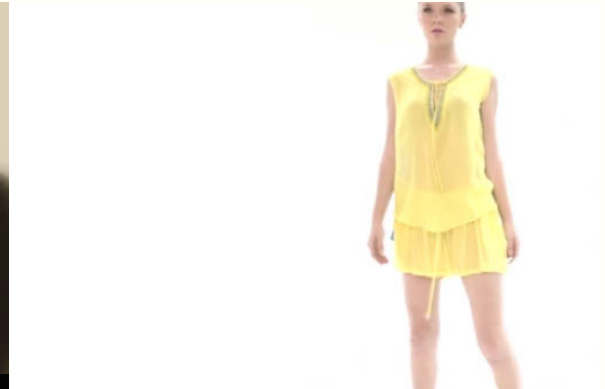
GLYPH COMPOSITION.....PG8

tall
sleek
friendly
welcoming

rounded caps
trendy
approachable
retail

editorial
angles
narrow
designer

boutique
couture
stylish
modern



VENDRE

Vendre is a display typeface created by new media designer Dominic Pedruco. Vendre is a font that is influenced by the height and proportions of the typical fashion model. The structure is slim with long legs and a smaller torso, giving the glyphs the feel of a model in pose.

The type design has round caps to evoke a more welcoming and inviting feeling with no abrupt edges. This font was created to be seen in the world of retail and and to be typeset in editorial headlines.

UPPERCASE

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

LOWERCASE

abcdefghijklmn
opqrstuvwxyz

NUMBERS & SYMBOLS

0123456789. ; : ? ! @ # \$ %
^ & * () - + = { } [] < > / ' " " "

cap height

x-height/meanline

baseline

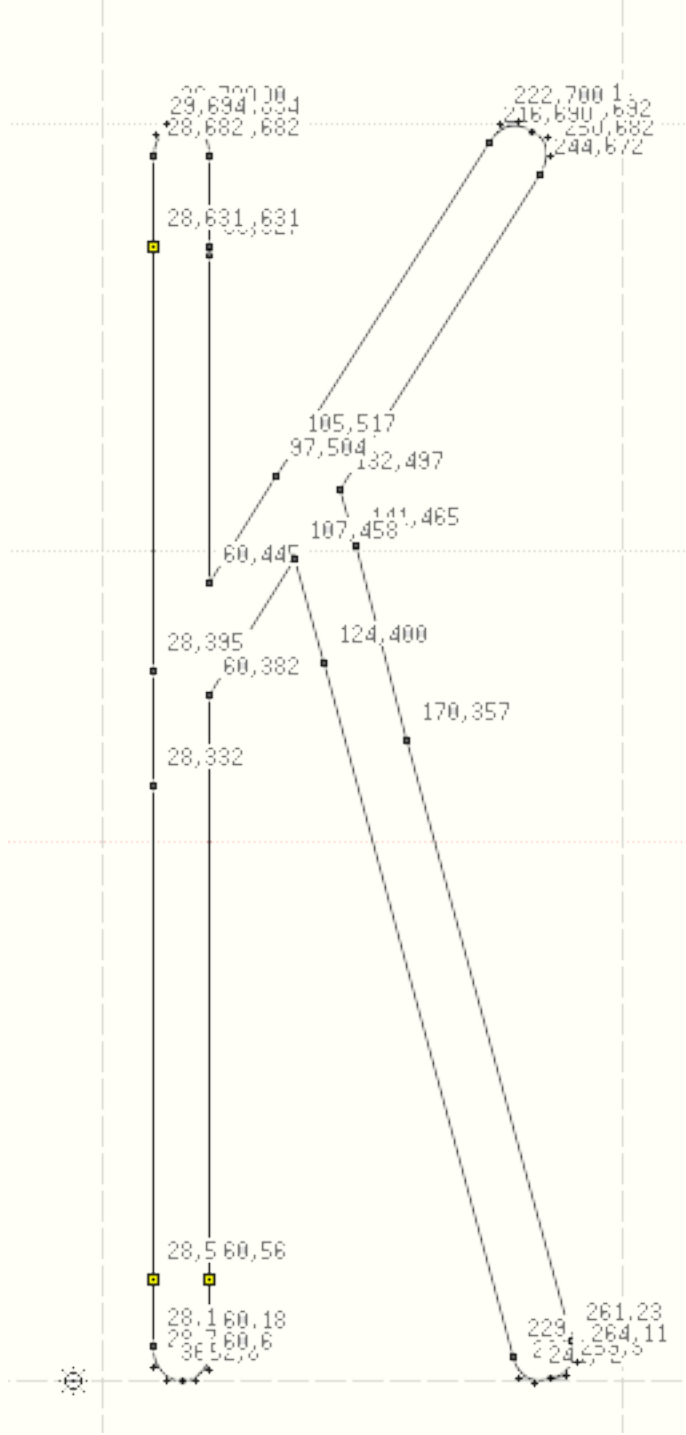
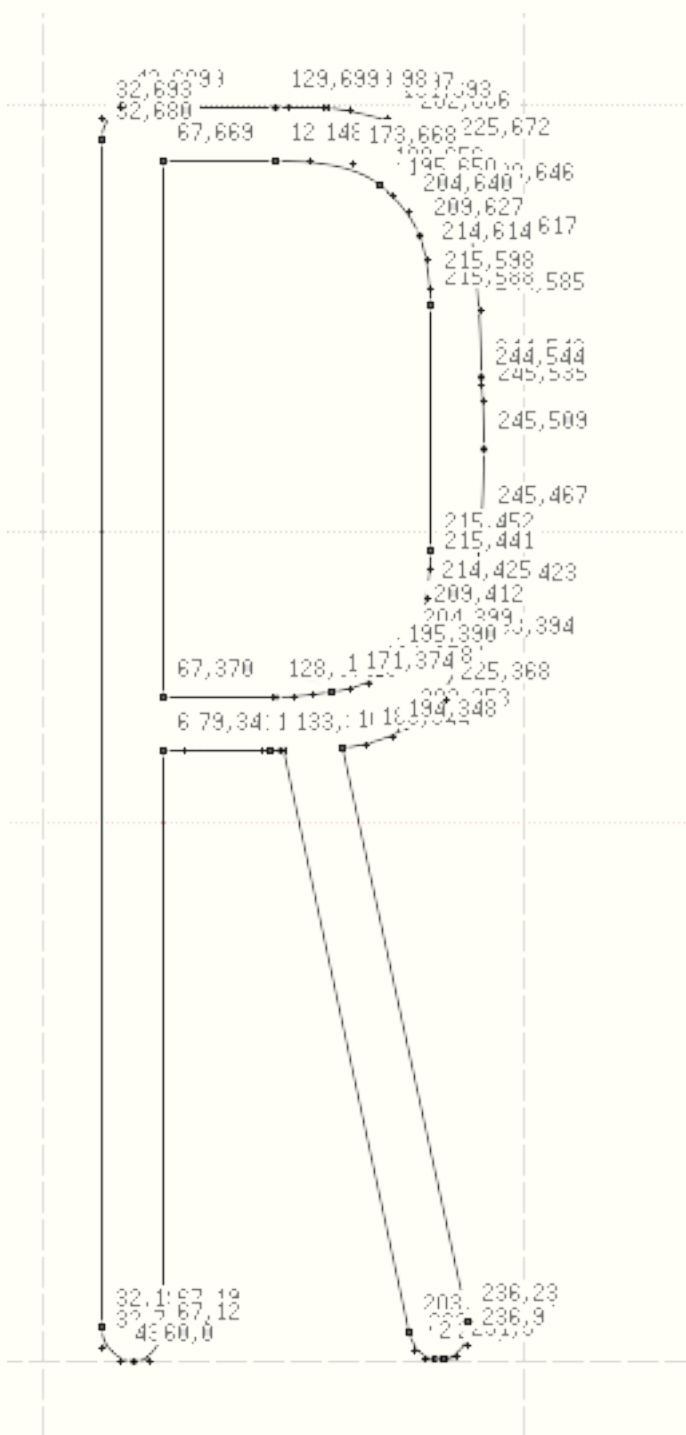


Mm Oo Aa Hh
 Bb P R S V

V VENDRE (Laffra!) make it thinner

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ

abcdefghijklmnop
 opqrstuvwxyz



POPPY FLOWER
coach

Viva Glam
NICKI MINAJ

GIVENCHY
DAHLIA NOR

DOLCE&GABBANA
light blue

Eau des Merveilles
by hermes

BETSEY JOHNSON

bebe

ANTHROPOLOGIE

GAP

ALDO

UNI
QLO

GUESS?
BY MARCIANO!

MARC JACOBS

H&M

GIORGIO ARMANI



UPGRADE YOUR FESTIVAL FASHIONS: SEE OUR COACHELLA STYLE PICKS

With Coachella kicking off this weekend, followed by a season packed with music festivals, we're rethinking our summer wardrobe. Casual is key, but you don't have to shed your sense of style along with your winter layers.

Spotlighting tailored tanks for daytime play and a range of sweaters for cool desert nights, Details' fashion director Matthew Marden has curated a selection of essentials to keep you looking fresh throughout the summer festival circuit. All the items are shoppable, too, via Lyst's fashion-focused online marketplace.

Don't bother to pack a raincoat, that is unless you want to lose your \$200 Patagonia shell on the first day of the festival, which I did before procuring a black garbage bag from a maintenance man named Juan. Not only did it keep me dry, but it doubled as a suitcase on the way home. Don't let your belly jewelry define you. I met a girl at Coachella who was so excited to wear a crop top for three days straight that she connected her belly ring to her larval necklace. Unfortunately she forgot about it during a turn on a muddy slip 'n' slide. Now she doesn't have a belly button. Don't try to carry a change of clothes ("packed" different outfits for day and night because) was offended by the idea of parrying during the evening in the same sassy clothes. I canceled it.

WEAR YOUR SWEATER LIKE A JACKET
THIS FALL, SKIP THE COAT. THESE WARM, STYLISH HINTS ARE ALL YOU NEED BEFORE HEADING OUT THE DOOR.

Sweater (€112) by Calvin Klein
T-Shirt (Coach €55) by Calvin Klein

Cardigan (€120) by Prada
Cardigan (€120) by H&M

Sweater (€112) by HUGO BOSS
Shirt (€112) by Express

PHOTOGRAPHS BY JENNIFER LIVINGSTON. STYLING BY EUGENE YONG. GROOMING BY VALÉRY CHEURVAL. ACCESSORIES BY HEDDIE HORN. CASTING BY ISABEL FERRER. CHIEF PHOTOGRAPHER BY VANCE HOWES. SHIRT BY H&M. PHOTOGRAPHY BY MICHELLE DRINGE AT H&M PHOTOGRAPHY.

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Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Ll Kk Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 { < ! @ # % & ' * () } , : ; . , - = +

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excited to wear a crop top for three days straight that she connected her belly ring to her lariat necklace. Unfortunately she forgot about it during a turn on a muddy slip n' slide. Now she doesn't have a

belly button. Don't try to carry a change of clothes! I "packed" different outfits for day and night because I was offended by the idea of partying during the evening in the same sweaty clothes I danced all

[read more](#)



Sweater (\$90) by GAP
T-Shirt (3pack-\$30) by Calvin Klein

WEAR YOUR SWEATER LIKE A JACKET

THIS FALL, SKIP THE COAT. THESE WARM, STYLISH KNITS ARE ALL YOU NEED BEFORE HEADING OUT THE DOOR.



Cardigan (\$795) by Prada
Crewneck (\$255) by B.D. Baggies



Sweater (\$325) by BOSS Orange
Shirt (\$80) by Express

Photographs by Jennifer Livingston. Styling by Eugene Tong. Grooming by Valery Gherman at Defacto for Redken Men. Casting by Edward Kim at House Casting. Chait portrait by Vava Ribeiro. Stills by Nikolai Photo. Styling by Richie Owings at Halley Resources.



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DOMINIC PEDRUCCO
DOMPEDRUCCO.COM