

CHRISTIAN DADA

AUTUMN/WINTER 2017-2018 COLLECTION

-BLUE -

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CHRISTIAN DADA presents its Autumn/Winter 2017 collection "BLUE" at 30 Avenue George V, on 20th January 2017 during Paris Mens Fashion Week.

Blue in Japanese symbolizes the trouble state of the youth. The frustration, incomprehension and rebellion towards its surrounding. Walking on the wild side of experimentation and destruction to express fear in society.

Mixing Eastern and Dadaism aesthetics, designer Masanori Morikawa is playing his own musical score, by dissecting and recomposing silhouettes based on classics staples worked through deconstruction and layering. Classic tailored jackets are worn like kimono wrap over t-shirts and striped pajamas or shirts, trench coats are morphing into tunics and army bombers or denim jackets are skinned to expose their inner layers and bone structures. Japanese traditional summer clothing Jimbei is now made with leather, tartan motifs are printed on sheepskin to pay homage to schoolboy look seen through the Japanese prism of precise craftsmanship and Wabi-Sabi philosophy.

Words are flashing throughout the collection such as « I Don't Like Drugs but Drugs like me » or « Too Fast to Live Too Young to Die », with its literal meanings which Morikawa reminds himself of in today's society.

Playing with double meaning, Nirvana or Heroin logos are embroidered on varsity jackets and college sweaters, a drug theme also surfacing between the lines in the use of a silver foil fabric for a puffer jacket or long scarf collars. The music references playfully echoing in the new amplifier shape bags and headphones jacks details finishing cord belts or shoe laces and tassels on preppy loafers.

Evolving from last season's show, the Christian Dada womens collection is presented alongside the mens collection featuring layered looks of deconstructed tartan kilt skirts or cropped sheepskin jackets worn with fleece hoodies and t-shirts printed with illustrations by London designer Charles Anastase.

ABOUT CHRISTIAN DADA

Christian Dada was founded in Tokyo in 2010 by Masanori Morikawa.

The label's name nods both to Parisian Haute Couture and Dadaism, the artistic movement anchored in anti-conformism, anarchy and rebellion, challenging perceived notions of beauty and logic. The idea of the beauty of imperfection, which is at the core of Christian Dada design, is also the foundation of the wabi-sabi Japanese aesthetic philosophy.

Masanori Morikawa, who trained under Charles Anastase in London, has forged an unconventional approach to fashion. His complex, dark and energetic vision draws on a fascination for eastern subcultures and traditional Japanese crafts such as the "Yuzen" hand-dyeing technique used for silk kimonos.

A deft balancing act of impactful showpieces and commercially realistic street wear, his collections are elevated by intricate details and elaborate embellishments, working a subtle clash of references aligned with the free-minded rebellion of past art scenes and youth movements.

Soon after launching, Christian dada has garnered a cult following on the Japanese fashion scene with a prominent presence on the Tokyo Fashion week schedule and a collaboration with controversial legendary photographer Nobuyoshi Araki for the Fall/Winter 2016 collection « Love On The Left Eye ».

In 2014, Christian Dada began presenting its men's shows in Paris, which opened up exciting new perspectives for the brand to be sold at Colette in Paris, H. Lorenzo in L.A., KOKKO in Canada and at online retailer SSENSE. As of Fall/Winter 2015, Christian Dada expanded its line to include womenswear. Both collections are now presented together in Paris.

Official Website: <http://www.christiandada.jp>

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