

# CHRISTIAN DADA

## Autumn/Winter 2018 COLLECTION -SPIRAL-

*For Immediate Release 21 January, 2018*



**CHRISTIAN DADA** presents its Autumn/Winter 2018 collection “SPIRAL” at *HALLE DES BLANCS MANTEAUX* on 21<sup>st</sup> of January 2018 during Paris Men’s Fashion Week.

With the *Spiral* as a symbol of change and evolution, CHRISTIAN DADA embodies the notion of things moving forward and transforming into something new. Drawing inspiration from the words of iconic American director and artist David Lynch, in which he said “*A spiral is a circle that goes up or down. For me, this spiral is a circle going up representing evolution*”, the Autumn/Winter 2018 collection echoes this very sentiment.

While Lynch’s oeuvre’s influence is unmistakable with the graphic motifs highlighted in the collection – rose motif from the movie *Blue Velvet* embroidered on satin souvenir jackets and jacquard-knitted on the front of sweaters–, CHRISTIAN DADA designer Masanori Morikawa continues to stay true to his design ethos of blending Eastern and Western design elements. As seen throughout the collection, tailored jackets and overcoats are cut with kimono-inspired collars, which have now become a distinctive classic style of the brand, lending a chic Eastern ethnic gesture to the otherwise Western silhouettes.

Patterns from Lynch’s *Spiral* painting inspirations are woven onto *Nishijin-Ori*, an artisanal Japanese kimono fabric Kyoto that is traditionally used for kimonos. Hand stitched indigo-dyed pieces of cloth are assembled together to replicate the rare Japanese patchwork fabric, *Boro*.

With twisted tailoring constructions, the *Spiral* theme translates further into the actual make and patterns of the garments. Deliberately misplaced details are created to give the impression of garments turning on the body. A nod to the passing of time is materialised in details that look aged and distressed, such as flock-printed denim which evokes time-worn velvet, refining Morikawa’s interpretation of evolution.

Unveiling at the show also are brand collaborations with Italian sportswear brand Kappa and American workwear company Dickies. The mirrored Kappa logo as seen on tracksuits and

bomber jacket sleeves, is symbolic of Adam and Eve, linking to the Yin and Yang philosophy. The iconic silhouette of Dickies' twill pants is reworked into larger high-waisted versions, with some off-centred construction details, summing up the beautifully intriguing and dark elegance of the Christian Dada Autumn/Winter 2018 collection.

## **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*, followed by custom-made pieces for a top-runner contemporary artist Takashi Murakami.

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 H. Lorenzo in L.A., KOKKO in Canada, Machine-A in London, IT in Hong Kong, 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>

Facebook: CHRISTIAN DADA

Instagram: @CHRISTIANDADA (#christiandada)

## **PRESS ENQUIRY**

Paris:

ROBIN MEASON | RITUAL PROJECTS PARIS

TEL: +33(0)1 40 37 90 73

EMAIL: [PRESS@RITUALPROJECTS.COM](mailto:PRESS@RITUALPROJECTS.COM)

Tokyo:

MAI ANDO | CHRISTIAN DADA PRESS & PR

TEL: +81(0)3 6447 1445

EMAIL: [ANDO@CHRISTIANDADA.JP](mailto:ANDO@CHRISTIANDADA.JP)