

# CHRISTIAN DADA

## MEN'S SPRING/SUMMER 2017 COLLECTION

### -PIECE -

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PEACE, YOKO ONO, JOHN LENNON, LOVE, LIFE, PARADOX, MILITARY, UNIFORM, JIMI HENDRIX, DARK SIDE, POETIC, EARTHQUAKE, GUN, POLICE, THE SMITHS, INSIGNIA, DECADENT, DECONSTRUCTION, CONSTRUCTION, IMPERFECT, PERFECT

CHRISTIAN DADA presents its Spring/Summer 2017 collection "PIECE" at Palais de Tokyo Galerie Haute on 24<sup>th</sup> June 2016 during Paris Fashion Week.

In today's society, we are constantly encountering many forms of agony. Designer Masanori Morikawa contemplates the different paradoxes of life. Apart from coming up with his own set of key words for this collection, he also drew inspiration from Yoko Ono's book - '*Grapefruit*'. The book was an early example and a pillar for conceptual art. Taking references and various elements of "Piece" into uniforms and military motifs, CHRISTIAN DADA reconstructs them with its own interpretations.

Throughout seasons the brand continues exploring the interplay between art, fashion and origins. The original ring buckles are now added with traditional Japanese arabesque patterns and embroideries are also evident all over the designs giving bold statements. Many pieces also include poems and lyrics, instead of drawings or pictures. One would witness dark colorways, cut off ragged edges and aged-looks made by different kinds of garment dyeing and processing in CHRISTIAN DADA's Spring/Summer 2017 collection "PIECE" - reaffirming CHRISTIAN DADA's decadent yet sophisticated attitude.

## **ABOUT CHRISTIAN DADA**

CHRISTIAN DADA was founded by Masanori Morikawa in 2010. The label's name is a representation of Morikawa's love for the artistic anarchy of Dadaism, which embraces imperfections and the rejection of societal norms, reason and logic. The movement's anti-conformist sensibilities are strongly reflected in Morikawa's dark, deconstructed designs.

Many of CHRISTIAN DADA's designs pay homage to traditional Japanese silk weaving techniques and incorporates the yuzen method of dyeing. These techniques are accentuated by his modern application of fabrics and intricate embellishments.

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

Facebook: CHRISTIAN DADA

Instagram: @CHRISTIANDADA (#christiandada)

PRESS MATERIALS DOWNLOAD LINK:

DROPBOX - <https://www.dropbox.com/sh/xo2zbhep60tee3s/AACmBTX9U0x7a7WLxTmFpVKqa?dl=0>

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