

CHRISTIAN DADA

SPRING/SUMMER 2018 COLLECTION

-LOSING POWER-

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CHRISTIAN DADA presents its Spring/Summer 2018 collection “LOSING POWER” at Palais de Tokyo Saut du Loup on 23th June 2017 during Paris Mens Fashion Week.

This season, CHRISTIAN DADA collection is questioning the idea of losing power in our modern consumerism world, partly taking inspiration from the work of French street artist Zevs and more specifically his Liquidation works.

True to designer Masanori Morikawa’s Dadaist and punk philosophy, the creative/destructive aesthetic of the melting motifs and words is an artistic expression of a world falling apart.

These dripping images are richly translated in the CHRISTIAN DADA’s language, liquidation effects and details are achieved through a jacquard technique or bleached on a cotton plaid. Consistently mixing Eastern sensitivity within a Western wardrobe, traditional Japanese techniques are instilled into intricately worked pieces, elevating punk attitude to couture level. A knitted beige top and red and blue jean pants covered with beads and chains embroidery are entirely done by hand.

With the mission to preserve a very high and authentic quality, a melting Hawaiian print is designed by a specialist Japanese craftsman based on a real Aloha motif. Fifties souvenir jackets are also interpreted through an upscale Japanese lens with drawings by Kuniyoshi Utagawa, one of the leading *Ukiyoe* artist from the Edo period, which is embroidered at the back of short satin robes.

Japanese cultural heritage references abound, in the jacquard bomber style jacket crossing on the chest like a Jinbei, or in the patchwork style embroideries evoking Boro folk art textile. Multitudes of patches are sewn on a water-soluble fabric, creating a ragged effect after dissolution.

The same notion of beauty in imperfections is surfacing on the cracking texture of a zipped jacket achieved with black pigment application on brown leather, or in the ancestral mud dyeing technique from Amami-Oshima island that gives depth to the shades of dense looking pants.

A soft and distressed quality also present in the soft alpaca and linen fabric used for chambray style blue suits, some embellished with famous fashion icons’ quotes such as *My life did not please me so I created my life*, by Coco Chanel. Or the ultimate *Fashion fades, style is eternal*, from Yves Saint Laurent embroidered purposely as falling down words hanging on the back of a black smocking jacket.

The Christian (Dada) logo dripping on the front of an elongated baseball shirt plays on a double meaning.

Visual disturbances seen as an open critique against a society where money represents the biggest power.

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, 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>

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