

CHRISTIAN DADA

Autumn/Winter 2019 COLLECTION – SIGNAL NOISE –

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CHRISTIAN DADA presents its Autumn/Winter 2019 collection SIGNAL NOISE at 24 Boulevard Des Italiens on 20th of January 2019 during Paris Men's Fashion Week.

The autumn winter collection takes its cue from the 1994 art performance piece, 「S/N」 by Dumb Type, by a Japanese artists collective whose productions addressed minority, gender, sexuality, nationality, disabilities and environmental issues through various creative forms. In this piece, they questions about discriminations and dreamt about a time when there would be no more borders and stereotypes.

Inspired by the aesthetic and political components of the performance work, designer Masanori Morikawa developed a collection rich in construction details, embellishments, colors and prints, nodding to hope and his idea of a chaotic modern society also having its positive sides.

Adopting a chic sartorial allure, the precisely cut coats, jackets and pants are proposed in different shapes and volumes. The silhouettes –comfortable or fitted for men, off-the-shoulder and long flared for women—explore gender diversity and morphologies. The notion of underlining the shapes of different body types is also translated into the graphic tape seams running on the pattern constructions of wool jackets, shirts, coats and pants, some in a tight anatomical cut.

Divided into sections of colors, prints and chic, austere, black silhouettes, the runway looks slowly burst into fresh colors including lilac, blues and a bright acid green. A couple of knitwear looks in a myriad of multicolor stripes recall giant video monitor screens, and colorful collage prints, inspired by video artworks, like thermal visuals of anatomy, are nodding to this notion of chaos. The striking bespoke jacquard woven with poetic texts in Japanese typography evokes the effect of white noise video image on men's and women's coats.

Expressing a subtle nostalgia and the passing of time, a discreet patina surfaces on a black flocked denim cropped jacket and pant for women, or on the coated shiny fabric of large pants, long skirts and shirts which are washed and coated to achieve an almost imperceptible wrinkled motif.

Embroidered elements such as the word DREAMER written in red and white letters on a big black and lime tie-dye fleece, or wing motifs, surface throughout the collection on the shoulders and sleeves of tailored jackets, bombers and shirts, emphasizing the evocation of hope and salvation.

DUMB TYPE

<http://dumbtype.com/>

Founded in 1984, a group of students from Kyoto University of the Arts came together to form a loose-knit collective known as Dumb Type. Members included visual and video artists, musicians, choreographers and sound engineers. Together, the assembly of multidisciplinary practitioners developed a form of experimental theater that combined performance and multimedia installation in response to Japan's rapid technological and societal changes of the 1980s and '90s. The group's name pivots on the two-fold meaning of "dumb," asserting both a conceptual and political position. Taking dumb to mean mute, the group sought to remove any trace of intelligible spoken language from their work. For example, early performances saw silent bodies surrounded by fragments of news articles and pop song lyrics—a metaphor for citizens overwhelmed by information yet cognizant of nothing. Their name was also a rally against the social conservatism and "dumb" superficiality of Japanese consumer society at the height of the country's bubble economy.

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 wabi-sabi aesthetics.

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, 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)

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