

Michiko Koshino
AW18 Menswear Presentation

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About the Collection

After finding a photograph dating back to the 1800's of a Japanese horse-drawn delivery cart, Michiko sourced inspiration from the humble courier, creating a workforce uniform of her own.

A dynamic and assertive collection, the pieces are here to be seen - with a rich colour palette and branded embroidery present throughout, playful 'customer service' quotes on the back of garments bring humour to the charming theme.

Featuring a range of textures from washed silks through to knitwear, the collection also features specific womenswear pieces. The iconic Koshino inflatable is seen in a completely new light, having been incased within other fabrics to conceal its usual PVC appearance.

As is typical of the brand, practicality has not been compromised through the design process, with waterproof and warm sturdy textures bringing comfort and wearability to the pieces.

Fabrics

Washed Silk, Nylon, Wool Knit, Heavy Cotton.

Colours

Purple, Wine, Pale Blue, Royal Blue, White & Black.

About Michiko Koshino

Respected by London's fashion community as one of the industry's original innovators, Michiko Koshino was among the wave of Japanese talent to descend into Europe during the early 80's, bringing with them an entirely new way of thinking.

Michiko's designs and personality soon became interlinked with the prolific London club scene as she rose to fame in the early 1990's – a favourite of Stella McCartney, David Bowie and Moby to name a few. Michiko has dressed not only stars, but a generation, and as a result her numerous labels including Yen Jeans, Michiko London and Motorking have achieved both commercial and cult success alike.

A pattern-cutter by trade, Michiko's deep understanding of silhouette, materials and quality have cemented her as a master of her craft. Constantly experimenting with fabrics, her instantly recognisable inflatable coats and denim pieces have become synonymous with Koshino.

Michiko is delighted to continue her long standing relationship with the British Fashion Council, by featuring on the official schedule of London Fashion Week Men's.