

tokyoeye  
tokyoeye  
2016

**tokyoeye 2016 at  
TRANOÏ FEMME**

October 2-5, 2015

Opening Hours: 9:00 - 19:00,  
(last day until 18:00)

Carrousel du Louvre, Salle Soufflot  
99 rue de Rivoli, 75001 Paris



# tokyoeye tokyoeye 2016

"tokyoeye 2016" introduces 12 carefully-selected, cutting-edge, Japanese brands.

These brands feature ingenious designs backed by advanced techniques, minutely created details with high-quality materials, and creativity that elevates traditional techniques to modern designs.

Please discover these "attractive points unique to the Japanese brands" through "tokyoeye 2016."

"tokyoeye 2016" is organized by Japan Fashion Week Organization and supported by Organization for Small & Medium Enterprises and Regional Innovation, JAPAN.



## BRANDS

**A DEGREE FAHRENHEIT**

**Chika Kisada**

**DRESSEDUNDRESSED**

**IN-PROCESS**

**KICS DOCUMENT.**

**KOI**

**MIDDLA**

**Motohiro Tanji**

**motonari ono**

**ROGGYKEI**

**SOMARTA**

**uemulo munenoli**

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Sales related inquiry:

Contact each brand directly

## A DEGREE FAHRENHEIT

Commonly used Celsius ° C  
<Degree Celsius> In Japan,  
unit of the temperature of  
the natural criteria.

Fahrenheit F

"DegreeFahrenheit" that is

used in the United States,  
people reference unit of  
temperature. In concept

to say that the design  
represented in  
the temperature feeling of  
the designer

"A DEGREE FAHRENHEIT"

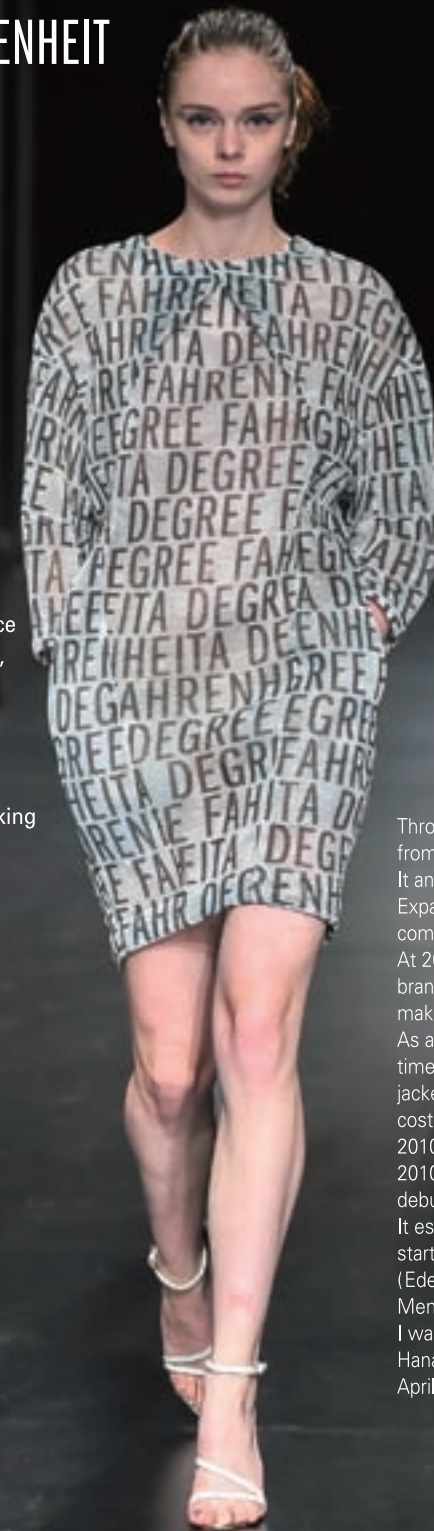
was born. The temperature  
feeling is expressed in  
a pattern with the appearance

only, not material and detail,  
in its Good for innovative  
design, to enhance the

"personal value" on those

who wear, you are always

kept in mind the clothes making  
that message properties."



Through the free costume designer  
from 2002, to the Single New York.  
It announced its own brand a degree.  
Expand the collection that has a  
commitment to pattern.

At 2007-2010New York collection  
brand Jen Kao, the main pattern  
makers, serve designers.

As a costume designer at the same  
time, in charge of Patti Smith, CD  
jackets, such as Flo Rida, the PV of  
costume.

2010 shinmai creator 's elected Project  
2010-11AW return to Tokyo collection  
debut of JFW.

It established a Corporation 212, and  
start the A DEGREE FAHRENHEIT  
(Ede Glee Fahrenheit).

Men, expand the ladies both.

I was appointed to the designer of  
Hanae Mori (Hana Emory) than in  
April 2014.

www.a-deg.com

# Chika Kisada

The unique collection  
condensed designer's view  
of the world and sensitivity



Chika Kisada studied classical ballet from an early age and obtained many awards and honors later, as a professional. After Kisada participated in various ballet stage production works, established [REKISAMI] in 2007 and [Chika Kisada] in 2014.

<http://www.chikakisada.com>



## DRESSEDUNDRESSED

Dualism, Contrasts and simply opposing different elements such as masculinity and femininity, beauty and ugliness, darkness and light, purity and sensuality, future and past....

Between these opposites is where the brand's interest lies. genderless street couture collection designed by male and female duo.

2006 Takeshi Kitazawa and Emiko Sato became opening directors for cutting edge select shop in Tokyo named "CANDY"  
2009 Founded their own label "DRESSEDUNDRESSED" and launched their first spring summer collection  
2012 Presented their first Runway Show autumn winter 2012 in Mercedes-Benz Fashion Week in Tokyo  
2013 Presented their capsule collection as one of six finalists for the International Woolmark Prize. DRESSEDUNDRESSED was nominated by Franca Sozzani from VOGUE Italy. Yves Saint Laurent and Karl Lagerfeld were picked from this International Woolmark Prize as well for their gateway to success in their careers.  
Awarded DHL design Award by Mercedes-Benz fashion Week Tokyo from 36 brands during 14SS season.

[WWW.DRESSEDUNDRESSED.COM](http://WWW.DRESSEDUNDRESSED.COM)

<https://www.facebook.com/dressedundressed.official>

IN-PROCESS's core values and approach to design is capturing the aura of a garment through their playfully expressive print and textile design. This is shown with their humoristic approach towards printing, which is expressed by their unique illustration, collage and color pallet. IN-PROCESS has been built on this playfully expressive aesthetic, which has a sense of nostalgia and this runs through everything they design.

IN-PROCESS is the brainchild of Central Saint Martins graduates Steven Hall and Yurika Ohara, who are known for their playfully expressive print and textile design. Based in Tokyo since 2007 and showing at JFW since Autumn/Winter 2010/11, during this time IN-PROCESS have won a series of awards, which include LFW NEWGEN, DHL Designer Award and Tokyo New Designer Fashion Grand Prix Award. IN-PROCESS not only creates garments, but also a whole range of goods, which include shoes, bags, scarves, umbrellas and accessories. Collaborations are something that IN-PROCESS have progressed through the years, having collaborated with many companies such as Isetan, Mitsukoshi, Aurora, Minx Nails, Blooming, Matsuo International, to name but a few.



<http://www.in-process.org>



KICS DOCUMENT.

All fabrics, buttons, pattern-making, sewing and finishing are made and done using the highest techniques of Japanese craftsmanship. The purpose of KICS DOCUMENT. is to serve as a stepping stone to pass down designer, Kanako Takeishi's knowledge and experience to future generations of craftsman. She hopes to disseminate her design and philosophy not only in Japan, but also widely across to the world. The features of all pieces are ergonomic design with 3D pattern making and the all processes are done in Japan.



Kanako Takeishi  
Graduated Nihon University College of Art Industrial design course.  
Learned fashion business and men's tailoring at F. I. T (Fashion Institute of New York, State University of New York).  
After returning to Japan, she gained a great deal of experience as a men's wear designer and a creative director at several companies.  
Started her own brand "KICS DOCUMENT."  
with "All Made in Japan" as theme in 2012.

[www.kics-document.jp](http://www.kics-document.jp)  
kicsdocument (Instagram)

# KOI



Established year] 2007  
The Japanese fashion house established by designer, Nobuhide Koi. The house proposes a stylish lifestyle with a relaxed taste, originating from RESORT&SPA. The products recall "elegance", "strength", "affection", "spontaneousness" and "relaxedness".

Nobuhide Koi graduated from Parsons The New School for Design. He started his career at Bill BLASS as a designer, then joined design teams in Prada and Versace. After returning to Japan, he worked for apparel companies as a creative director. His own brand, "corazon del alma" was launched in the 2007 Spring / Summer. He admires the adventurous and exquisite sensitivity of the Japanese culture, and keeps making clothing fused with the Japanese traditional craftsmanship. He also designs unique motifs inspired by the ocean and the nature.

<http://www.koinobuhide.com>

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# MIDDLA

"ONE TOKYO USUAL"  
The standard and classical items mixed with the elements of music, mathematic, and poetic story, are what MIDDLA creates "TOKYO USUAL"



Ohal Ando  
Date of Birth: 1972/7/21  
Birth Place: Tokyo, Japan  
Graduated from: Waseda Univ.1999  
1999 established 'DOPPELGANGER' (Rock brand)  
2005 established 'lessthan\*' (Unisex brand), first Japan Fashion Week for 2006 S/S collection  
2014 established 'MIDDLA' (Lady's brand), attended exhibitions for 2015 S/S collection  
2015 attended exhibitions for 2015-16 A/W collection

<http://middla.jp>  
<https://www.facebook.com/dop.OhalAndo>

# Motohiro Tanji

Motohiro Tanji, Japanese Knitwear Label. Established since Spring Summer 2013 Collection under his own name. Motohiro Tanji is an experimental knitwear label that creates unique textures through knit fabrics using both hand and knitting machines, to form balanced all-knit looks from accessories to total coordinates.



Keio University, Japan.  
Nottingham Trent University  
(MA Knitwear Design, Distinction), U.K.  
Worked at Acorn Conceptual Textiles.  
2012 Return to Japan.  
Established Motohiro Tanji with  
the release of first season  
Spring Summer 2013.  
2013 Sponsored by Tokyo  
New Designer Fashion Grand Prix,  
Professional Category.

<http://www.motohirotanji.com>



motonari ono



I suggest a classic romantic fashion with luxury although being delicate.  
and I am conscious of 'made with clothes making the body of the woman look beautiful.  
I express the style that is not too sweet by detail and technique of men.

Born in 1981, Ono graduated from Mejiro Design School in March 2002.

After graduating from the Foundation Course at London College of Fashion (LCF) in June 2003 with honors, he enrolled in the Royal Academy of Fine Art, Antwerp.

While in Antwerp, he met Bora Aksu, a London designer. He soon joined Aksu and gained valuable experience as a pattern-maker.

In 2007, he established the brand of "motonari ono".

He was a finalist at the MANGO Fashion Awards in 2010, and with 9 others presented his collection in Barcelona.

In 2013 and 2014 consecutively, Ono was chosen as the Japan Representative for the International Woolmark Prize, a world renowned competition.

In 2014, he formed "pre-mo Pty Ltd."

Ono has been active in a wide variety of areas such as designing costumes for artists, preparing designs for special events, producing wedding dresses, and creating graphic designs for magazines and advertising.

[www.motonari-ono.com/](http://www.motonari-ono.com/)

<http://www.facebook.com/motonari.ono>

# ROGGYKEI

"Accessories as clothes,  
clothes as accessories"

ROGGYKEI strongly believe this.  
Sometimes they emphasize each  
other and occasionally convey  
a deep fascination with the other.  
When worn there is no border  
between them, clothes can be a part  
of an accessory, accessory can be  
a part of clothes by coexisting.



Created by designers Hitoshi and  
Keiko who based in Osaka.  
They studied pattern making in  
Osaka Fashion Design Academy in  
2004, and acquired secondary and  
tertiary of pattern certification.  
They started the brand in 2006.  
The city of Seoul invited them for  
the show during Seoul Fashion  
Week in 2014.  
New shop and studio opened in  
Nakanoshima Osaka in 2014.

<http://www.roggykei.com>

<https://www.facebook.com/ROGGYKEI>

# SOMARTA

The SOMARTA Skin series is  
a line of high quality bodywear  
based on the concept of  
"Second Skin". Precisely  
designed to fit the body,  
its beauty has been  
precisely calibrated.  
The seamless production  
method creates beautiful  
looking seams and  
no stress from stitches.  
The high density fabric  
creates elegant and  
tattoo-like minute  
patterns and a new  
sense of liberated beauty.

SOMARTA has been presented  
at JFW since '07 S/S. In 2007,  
she won the NEWCOMER'S  
PRIZE at MAINICHI FASHION  
GRAND PRIX.  
In October 2013, she entered  
her works "Skin Series  
Protean and Frost Mehndi"  
and "Skin Bone chair"  
which features  
Materializing  
the Postdigital for  
MAD Museum as  
an artist from  
[Out of Hand]  
Exhibition in  
New York.



[www.somarta.jp](http://www.somarta.jp)

# uemulo munenoli

The first collection was lunched for 2012 S/S as an exclusive shirt line.

The combination of extreme minimalism of the white shirts and his own distinctive geometric style creates a beautiful reaction.

Mannish yet Feminine

Casual yet Artisanal

Simple yet Dynamic

Ordinary yet Extraordinary

Sensitive yet Challenging

Munenori Uemuro is designer fo 「uemulo munenoli」 He graduated from 「IED」 (Istituto Europeo Design) in Milan.

He worked in 「CoSTUME NATIONAL」 「0044 Paris」.

Later he worked in 「JIL SANDER」 by Raf Simons.

He came back in Japan 2010.

Later Launched his own Shirt line 「uemulo munenoli」 in Tokyo 2011.

Same year he won the 1st Tokyo New Fashion Grand Prix, Professional's prize and OPENING CEREMONY Award. He designed beauty stylist uniform of cosmetic brand "shu uemura" in 2013.

[www.uemulomunenoli.com](http://www.uemulomunenoli.com)

[www.facebook.com/uemulo](http://www.facebook.com/uemulo)



## Key Visual

– Artist: Asae SOYA

Asae Soya obtained a doctorate in fine arts from the Tokyo University of the Arts in 2006.

She works in interdisciplinary fields, such as painting, installation and video installation.

Soya' s works are all filled with vibrant colors and light, while also possessing a dynamic sensation and subtlety that can awaken not only viewers' visual senses but also their physical sensations.

In 2001, she won the Grand Prize in the SHELL ART AWARD, and in 2002, the VOCA Prize in Vision of Contemporary Art.

In 2013, she won the Culture and Art Incentive Award in the Yokohama Culture Award,

and also the Future Prize in the Kanagawa Cultural Award. For all of 2014,

she will be in NYC through a fellowship from the Japanese Government.

Her activity is currently based at ISCP.