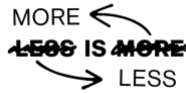


2022 Spring Collection
Side-C vol.6.5 "MORE IS LESS"



What if the way to wear a garment is not one but many?

What if we can create a fresh look with fewer pieces in our closet?

One garment fits various scenes.

This season, beautiful people showed its further development in the design concept "Side-C" and "DOUBLE-END",
the transformative look at classics that focuses on innovative pattern making
in order to offer multiple ways to wear and interpret garments.

2022 Spring Collection introduces new angles to look at garments.

Not only the top and the bottom of the garment can be flipped,
the side and the front of the garment can also be swapped to create completely new silhouettes and expressions.

In addition to the development of pattern making,
the introduction of double-faced textile also created different expressions between the inside and the outside of the garment.

By multiplying the pattern and the textile, materials were shaped up into pieces that
cross the boundaries between day and night, daily and fancy, masculine and feminine... etc.

Styling is interchangeable.

The same pieces do not look the same.

Wearing a tight pencil dress to a fancy dinner while going home with a full belly in a skirt with an elastic waistband.

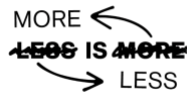
Simply turning the garment upside down, change from one shape to another,
"Side-C", the transformative design concept, a new convention proposed by beautiful people.

Creative Director

HIDENORI KUMAKIRI

#MOREisLESS #bpPS22

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SET DESIGN CONCEPT

"Diversity in one room"

"Less is More"

- Ludwig Mies van der Rohe, the aphorisms of the world-known German-born American architect.

He created the idea of 'universal space', not to divide the space into different rooms
but design a single space that can be adapted to suit almost any user requirements.

Similar to the idea of 'universal space',
beautiful people's transformative design concepts "Side-C" & "DOUBLE-END"
give people the freedom to explore different dimensions from a single piece of garment.

The Farnsworth House he designed is a one-room building,
featuring prefabricated steel shapes, becomes the inspiration of the runway set design.

Replacing the steel frame with the most common truss system,
the runway denotes beautiful people's unique approach in expanding the possibilities of pattern making.

Bring diversities from one to many.

Runway Set Design

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#MOREisLESS #bpS22