



NOIR KEI NINOMIYA

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ARTISTRY & CRAFTSMANSHIP

1. NON-COMMERCIAL BRAND

Noir Kei Ninomiya is a Japanese fashion designer known for his avant-garde designs that merge fashion with art and sculpture. He studied fashion design at the Antwerp Royal Academy of Fine Arts in Belgium, where he worked as a design assistant for Rei Kawakubo of Comme des Garçons.



SELLING ART

3. LIMITED TARGET SEGMENT

A niche group of consumers who appreciate innovative, high-quality, and exclusive fashion pieces that reflect their individuality and avant-garde sensibilities. The brand's high price points suggest that it is targeting consumers with a higher disposable income and a willingness to invest in exclusive fashion pieces.

3. UNIQUE SELLING POINT

His designs often feature intricate constructions using unconventional materials such as metal wires, safety pins, and leather flowers. He is known for his use of black as the primary color in his designs, hence the name "Noir" which means black in French.

4. BRAND DIFFERENTIATOR

His unique and innovative designs have earned him a reputation as one of the most exciting and boundary-pushing designers in fashion today.





5. COMMUNICATION STRATEGY

PR- Noir Kei Ninomiya has been featured in numerous fashion publications and has exhibited his designs at the Metropolitan Museum of Art in New York and the Musée des Arts Décoratifs in Paris. His designs have also been worn by celebrities such as Rihanna, Lady Gaga, and Björk.

FASHION WEEK- Noir Kei Ninomiya has been a regular participant in the Paris Fashion Week since its debut in 2017. The brand showcases its collections during the Paris Fashion Week's Ready-to-Wear shows, which are held twice a year in March and September. Noir Kei Ninomiya has also presented its collections during other fashion events and exhibitions around the world, including Tokyo Fashion Week and Pitti Uomo in Florence.

BRANDING

A. SOCIAL MEDIA PRESENCE BUT NO WEBSITE @NOIRKEININOMIYA



noirkeininomiya



Follow

Message



681 posts

119K followers

8 following

noir kei ninomiya

Available in all COMME des GARÇONS and Dover Street Market shops worldwide.

[eyemag.com/posts/149568/NOIR-KEI-NINOMIYA-INTERVIEW](https://www.eyemag.com/posts/149568/NOIR-KEI-NINOMIYA-INTERVIEW)



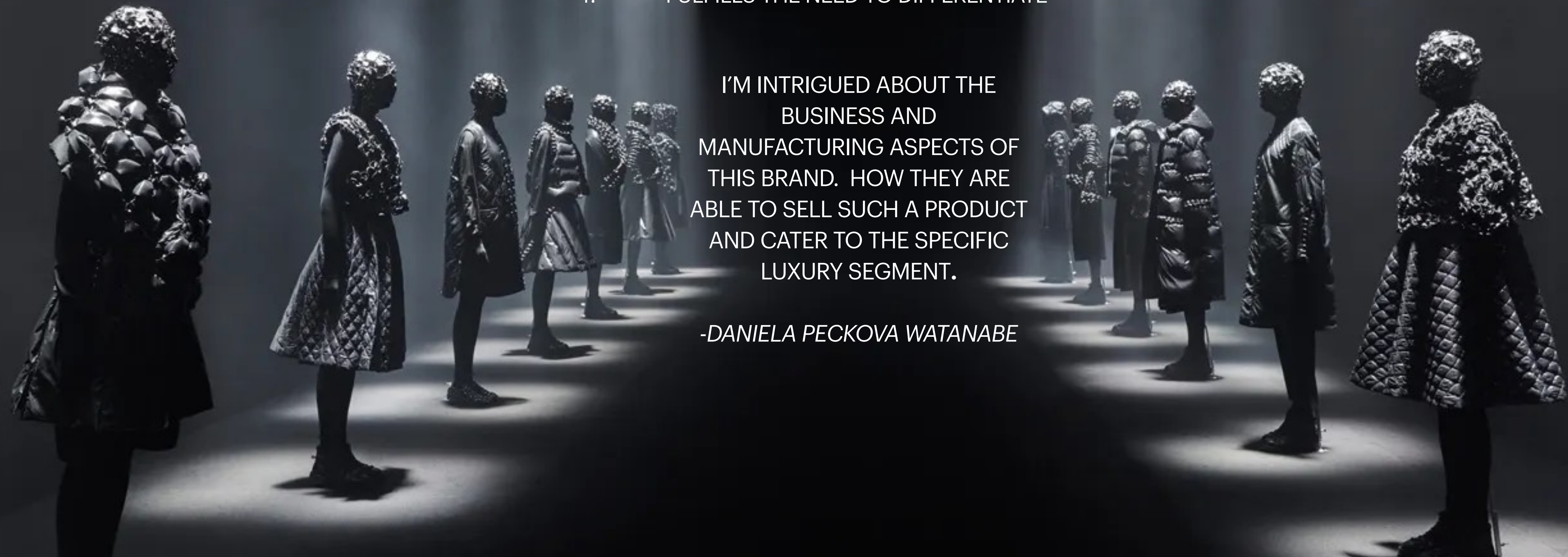
DESIGNER LUXURY

WHY DO I BELIEVE NOIR KEI NINOMIYA IS A DESIGNER LUXURY BRAND?

1. SIGNATURE STYLE AND AESTHETICS
2. CRAFTSMANSHIP
3. INCREASES THE VALUE RATHER THAN THE VOLUME
4. FULFILLS THE NEED TO DIFFERENTIATE

I'M INTRIGUED ABOUT THE BUSINESS AND MANUFACTURING ASPECTS OF THIS BRAND. HOW THEY ARE ABLE TO SELL SUCH A PRODUCT AND CATER TO THE SPECIFIC LUXURY SEGMENT.

-DANIELA PECKOVA WATANABE



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