

**KAWAKUBO, YAMAMOTO and MIYAKE**

**THE JAPANESE NEW WAVE**

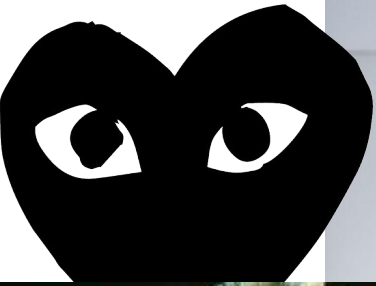
# REI KAWAKUBO

- BORN OCTOBER 11, 1942.
- STUDIED FINE ARTS AND LITERATURE AT KEIO UNIVERSITY.
- KAWAKUBO WAS NEVER FORMALLY TRAINED AS A FASHION DESIGNER.
- 3 YEARS AFTER GRADUATION, KAWAKUBO WENT ON TO WORK AS A FREELANCE STYLIST.





**“FOR SOMETHING to be BEAUTIFUL  
it doesn't have to be PRETTY”**



**“YOU CAN TELL if its a GOOD COLLECTION if PEOPLE are AFRAID of it”**

*Yohji Yamamoto*

- Born October 3, 1943
  - Tokyo, Japan
- Graduated from Keio University
  - 1966 - degree in law
- Later attended Bunka Fashion College
- Labels include Yohji Yamamoto and Y's
  - Collaborated with Addidas on the Y-3 brand, Hermes, Mikimoto, etc.
- “Known for his signature oversized silhouettes in black, featuring drapery in varying textures”

Y's

Y-3





**“My role in all of this is very simple. I make clothing like armor. My clothing protects you from unwelcome eyes.” -Yohji Yamamoto**



“Perfection is ugly. Somewhere in the things humans make, I want to see scars, failure, disorder and distortion”



*Yohji Yamamoto*

# ISSEY MIYAKE

- Born April 22, 1938 to the name Miyake Kazumaru
  - Hiroshima, Japan, Survivor
- Studied Graphic design at Tama Art University in Tokyo
- In 1965, he moved to Paris
  - Attended tailoring and dressmaking school
- 1970s established a design studio in Japan
- Had businesses in clothing, bags, fragrances, lights and watches







**“ My fascination has been the space between cloth and the body, and using a two-dimensional element to clothe a three-dimensional form.” - Issey Miyake**



三宅一生の発想と展開  
ISSEY MIYAKE East Meets West

“ I do not create a fashionable aesthetic... I create a style based on life.” - Issey Miyake

A sculpture of shadow and light  
**BEISSEY MIYAKE**

When you see Issey Miyake and his  
 brilliant designs, what you see is not only  
 his vision of fashion but also the technology  
 he has used to create it. This is the secret  
 to the success of his brand. His designs  
 are not just about fashion but also about  
 the future of technology.

His 3D technology has been  
 a big part of his success. It has allowed  
 him to create designs that are not only  
 beautiful but also functional. This is the  
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Beauty lies not in objects,  
 but in the interaction between the shadow and light  
 created by objects.

Junichiro Tanizaki, In Praise of Shadows

La beauté ne réside pas dans les objets  
 eux-mêmes mais dans l'interaction  
 entre l'ombre et la lumière crée par ces objets.  
 In Boque de l'Ombre - Junichiro Tanizaki



**“Technology allows us to do many things, but it is always important to combine it with traditional handcrafts and, in fact, use technology to replicate dying arts so that they are not lost.” - Issey Miyake**