



Designer Jun
Takahashi
Lifeng Wu

Jun takahashi Biography

- He was born in 1969 in Japan.
- He schooled in Bunka Fashion College.
- He is the founder of the Undercover wears a Japanese label which he launched in 1990 while in college.
- He is a member of a running club in Tokyo GIRA.
- He works in his own design studio known as the Undercover lab.



Image from BOF (2020)

Undercover

- The brand was started in 1990 by Jun Takahashi in partnership with his classmate Nigo.
- The desire for fashion originated from his early age love for rock music.
- Undercover is a brand that has majored on menswear but has also chosen various tastes in sports, leisure, music and the general modern lifestyle.
- Undercover has more than 30 openings in Japan.
- In 2002 Takahashi launched his products in Paris.



Source from (Sawyer, 2019)

Contributions

- Jun Takahashi has made many contributions to the fashion industry through Undercover label.
- The company has partnered with Nike to carry out a variety of projects, especially in the sporting and leisure industries.
- The various projects they have done together are Converse Chuck 70, React Element 87, among others (BOF, 2020).
- Undercover also partnered with other brands in streetwear and the general Japanese's fashion.
- Takahashi is the first designer to collaborate with street artists where they developed streetwear.





Undercover and Modernism

- Takahashi used various levels of creativity to showcase his products.
- In one of the shows on Undercover Spring, Takahashi chose an exhibition rather than choosing a catwalk show.
- Takahashi has displayed various tastes of modernism, especially in youthful styles of clothing.
- One of the elements in the society that has spurred creativity in Undercover brand is music, especially hip-hop and rock.
- Undercover has collaborated with different artists, for example, Takahiro Mishayita to bring out the various tastes of the music lovers in the different genres of music (Foley, 2019).



Image source (Peng, 2020)



Image source retrieved (Li, 2014)



Image retrieved from (BOF, 2020)

Collections by Undercover

References

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