

ACUOD by CHANU

2018 S/S COLLECTION



“ ZIP OUT TO THE WORLD.”

Amazon Fashion Week TOKYO



2017.10.18 [HIKARIE HALL B]

ACUOD BY CHANU

2018 SPRING & SUMMER COLLECTION

“ZIP OUT TO THE WORLD.”

For the 2018 S/S collection, we were inspired by the Japanese Sengoku (Warring States) period and especially Nobunaga Oda, one of the famous Daimyō (feudal lord) of this certain age. This is because we found the domination from junior to senior during Sengoku similar to what is happening in the present fashion industry. We were also amazed at how Nobunaga “zipped” throughout the age with revolutionary deeds, breaking stereotypes with innovative ideas concluding himself as the most “hip hop” commander amongst Sengoku Daimyōs.

ACUOD by CHANU will keep challenging aggressively to the fashion industry,
filled with scent of conservation:
to people who decide only with his/her imagination,
without examining the objective,
who runs away from taking risks,
the movement to get rid of someone who sticks out,
the mind to avoid experimentation, to cling on being the same...

Though a brand less than a year since establishment,
that doesn't mean we will zip our mouth shut.
“WE WILL ZIP OUT”

We will pursue what we believe, our foremost aesthetics, and zip out to the world
as a bullet to the world, by the name of ACUOD by CHANU.

About the runway show

At the beginning of the show, Keika Wakayagi dances “Atsumori”, a Kowakamai dance piece Nobunaga is said to have danced before wars. Ms. Wakayagi's actual name is “Chikako Kowaka”, and is the direct descendant of the Kowakamai founder. Kowakamai is said to be the oldest Japanese dance, origin of Kabuki and Noh. This was the very chance that a Kōwaka dancer showed her ancient “Mai” at Tokyo collection, where the latest fashion meets the world.

The second hip hop dance performance is by KTR, a Japanese Krump dance champion. He wore a replica of Nobunaga armor (Nanban-do) and danced as “Modern Nobunaga”. Krump was originally a street dance popularized at South Central, Los Angeles. Here, for the youths who grew up in high crime rate environment, dance is a way for them to escape gang life and to release anger, aggression and frustration positively, in a non-violent way. Although basically a freestyle dance rarely choreographed, we could find movements that expresses somewhat fighting actions. This is why we requested KTR to dance for us.

For the performance, KTR took Kowakamai lessons at Wakayagi's studio to learn dance forms, and blended these ideas into krumping. Here we see a collaboration beyond country and time, of Japanese ancient dance and U.S. street dance that started around the millenium.

DESIGNER : CHANU
PRODUCE : TAKUYA SHIMOO
DIRECTION : TAKUYA SHIMOO / MASAHIRO OKUDA
STYLING : HIDEYUKI SANBONGI
HAIR : FUMI (KIKI INC.)
MAKE-UP : ATSUSHI KOKAWA
MODELS : KAMUI

JUNNOSUKE TAGUCHI
SOCHE
KO NAKANO
JUNYA NAKASHIMA
KENTA SHIMAHARA
ALAN
KYOHEI MITSUNE
HIKARU OTA
KAZUKI
SHUN KAWACHI
TAKUMA IWASAKI
SONG SEUNG-HYUK
RYU
ALISA URAHAMA
BAMBI NAKA
KEI OTOZUKI
YACO
SAI
AOI
SHIN
YUKI
YUNA ISIZAWA
TAKAKO ODA

MUSIC : JOSH BESS
SOUND RECORDING : YANAGIMAN
FLUTE : KIYOHICO FUKUHARA
HAND DRUM : HIDEYUKI MOTIZUKI
CONDUCTOR : FUKUTARO UMEYA
KOUWAKAMAI : KEIKA WAKAYAGI
DANCE : KTR
PROP STYLIST : AI OZAKI
PRESS : PROSPERE Co., LTD.

SPECIAL THANKS :
CHIGA MURAYAMA
SUGURU TAJIMA
DAISUKE OGUCHI
KYOHEI HIRUTA
YUTA SATO
NATSUKI NISHIYAMA
JOO YOUNG KIM
KOUKI MOTOMURA
HARUKI HASHIMURA


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EXHIBITION

2017.10.23(MON)-10.26(THU)

10:00-22:00

[OZ SPACE]

渋谷区桜丘町9-17 TOC第3ビル 502号

2017.10.30(MON)-11.5(SUN)

10:00-22:00

[HALL]

渋谷区桜丘町23-21

渋谷区文化総合センター大和田IIF

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※バイヤーの方はお手数ですが事前にアポイントのご連絡を頂けると幸いです。