

OPTICAL
MIDO
2017

Gabriel Yamamoto



Yohji Yamamoto

THE EYEWEAR

Since 1972, Yohji Yamamoto has been spreading his revolutionary, ever widening sphere of influence. Driven by his desire to create anti-fashion through fashion his designs are avant-garde, yet timeless. Renowned for blurring the boundary between fashion and the arts, he has influenced theatrical and cinematic fashion, and his work has been exhibited worldwide.

The Yohji Yamamoto eyewear collection takes inspiration from his original three-word brief:
“Dramatic, Avant Garde and/or Intelligent”

The result is an intriguing collection of spectacles and sunglasses that are at the same time challenging and glamorous; avant-garde and original.

This beguiling collection investigates reconstruction through deconstruction. Is an exploration in depth of colour and an expression of Yamamoto’s rebellious spirit, his love of form, his skill in fit and cut.

“Black is modern and arrogant at the same time. Black is lazy and easy – but mysterious”

Yohji Yamamoto

Indeed, the collection’s palette has been developed exclusively and reflects Yohji Yamamoto’s clothing: dark, sombre shades that look black at first glance, but with further examination reveal multiple layers of dark colours that together create a richness in colour that black alone cannot supply.

“With my eyes turned to the past I walk backwards into the future.”

Yohji Yamamoto





THE COLLECTION

Deconstruction of the essential
and reconstruction of beauty.

Turning tradition on its head, this optical collection is an evolution.
In a continuation of the Japanese design philosophy “Wabi Sabi”, perfection is
found through contrast and disruption.

OVERVIEW 5 MODELS IN 3-4 COLOURS 19 SKUS

Godijilamento



YY1032



YY1033



PDM009672



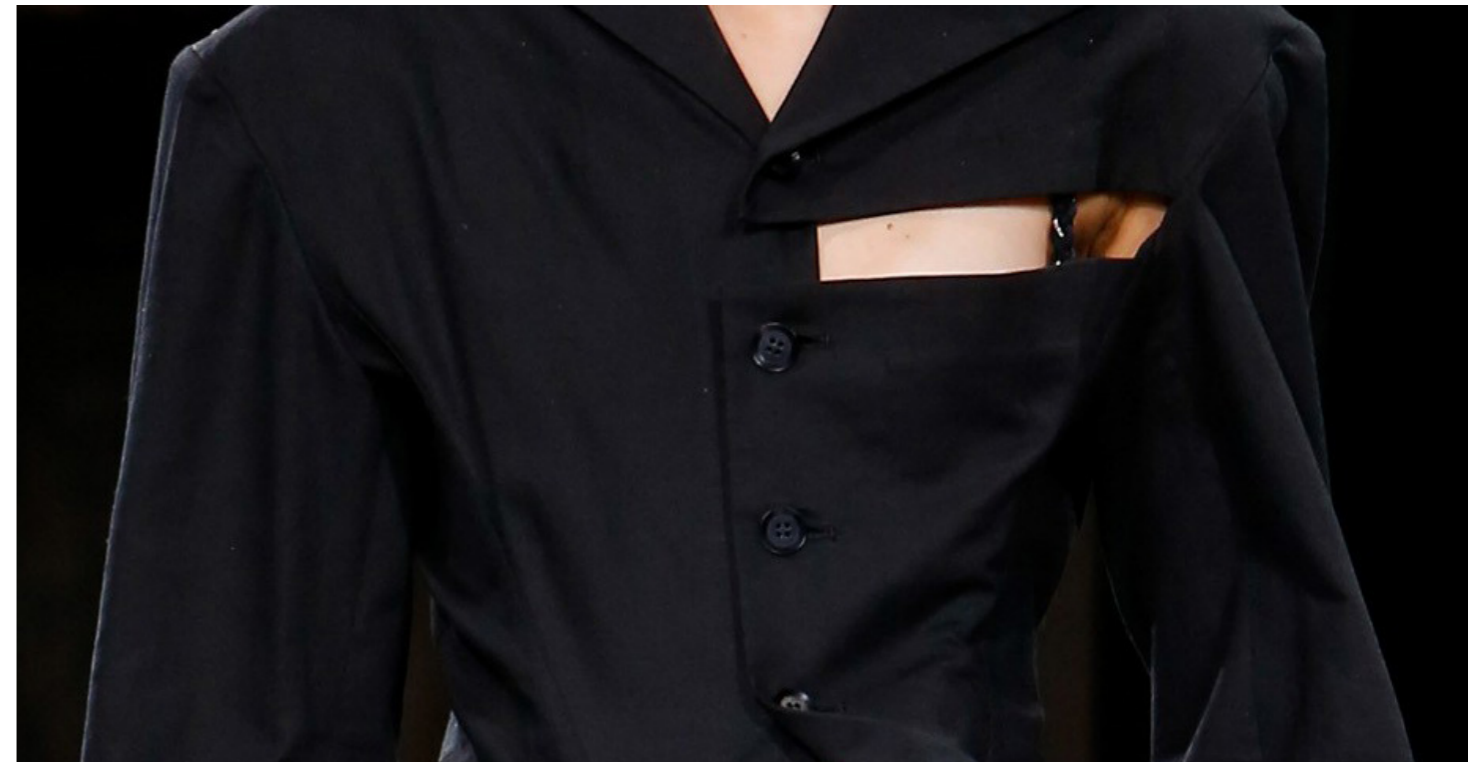
PDM009673



YY3014

PDM009684

Yohji Yamanote



CODE YY1032

SIZE 52/20-148

COLOUR 002 BLACK

YY1032 interweaves curves with perfectly straight lines. Juxtapositions of round eye shapes with flat brows show Yohji at his deftest – a delicate layer of laminated acetate bleeding into the lens form and a low incision slices across the bridge.



CODE YY1032

SIZE 52/20-148

COLOURS

1. 002 BLACK

2. 115 BROWN

3. 613 NAVY

KEY FEATURES

- Subtle contrast lamination
- Sandblasted matte finished exterior with gloss interior
- Bespoke Italian acetate
- Ultra modern styling
- Flat bridge and angular brow lines

PDM009686



CODE YY1033

SIZE 54/16-145

COLOUR 079 BLACK

Laminations enshroud lace and upswept brows exude elegance. In an interplay of textures and colour, black and gold lace thread through the acetate silhouettes drawing lines across the top brow and over temples.



1



3



4



2

CODE YY1033

SIZE 54/16-145

COLOURS

1. 180 BROWN

2. 079 BLACK

3. 613 NAVY

4. 771 PURPLE

KEY FEATURES

- Delicate contrast lamination
- Shapes within shapes
- Bespoke Italian acetate
- Elegant feminine silhouettes
- Signature YY temple tips

PDM009672



CODE PDM009672

SIZE 51/18-148

COLOUR 002 BLACK

Deconstruction of the essential and reconstruction of form. Titanium is the medium in Yohji's reinvented pilot. Perfectly flat top brows give way to teardrop curves in one flowing movement, meeting once again at the bridge.



CODE PDM009672

SIZE 51/18-148

COLOURS

1. 002 BLACK

2. 639 NAVY

3. 908 GREY

4. 914 DARK GUN

KEY FEATURES

- Crafted in Titanium
- Ultra-flat & ultra-light
- Bespoke Italian acetate temple tips
- Matte painted exteriors and contrasting interiors
- Signature Yohji bridge shape

PDM009673



CODE PDM009673

SIZE 49/21-148

COLOUR 401 GOLD

Circular forms continue to be Yohji's muse, while flat brows and single flowing lines recall the essence of Japanese drawing techniques.

Lenses are suspended from a linear top bar that turn sharply into the temples, creating a play on contrasting geometries.

PDM009673

Guido Parmenuto



CODE PDM009673

SIZE 49/21-148

COLOURS

- 1. 401 GOLD
- 2. 002 BLACK
- 3. 601 NAVY
- 4. 902 GUN

KEY FEATURES

- Precision milled stainless steel
- Exploration of round
- Bespoke Italian acetate temple tips
- Matte exteriors disguise gloss interiors

PDM009680



CODE YY3014

SIZE 53/18-145

COLOUR 401 GOLD

Crafted in Titanium, this is minimalism in its purest form. It exudes femininity. Its delicate curvature around the bridge and linear titanium form along the brow line peep over the lenses adding mystery and sensual volume.



CODE YY3014
SIZE 53/18-145
COLOURS
1. 002 BLACK
2. 401 GOLD
3. 601 NAVY
4. 701 PURPLE

KEY FEATURES

- Crafted in Titanium
- Sweeping curves and delicate volume
- Bespoke Italian acetate temple tips
- Matte painted exteriors disguise gloss interiors