

SUN
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

Construction is studied and perfection deconstructed.
Androgyny is revered.
Darkness is welcomed.

This makes each Yohji Yamamoto sunglass a work of art, a labour of love.

Not inspired by the comings and goings of fashion,
but the inner principles belonging to the mind of a genius.

OVERVIEW 4 MODELS IN 3 COLOURS 12 SKUS

Yodyil Yamento



YY5018



YY5019



YY7013



YY7014

PDM009203

Yodyi Yamanoto



CODE YY5018

SIZE 55/18-145

COLOUR 002 BLACK

Sharp angles surround soft curves as deep blacks, gold

lace and glitter interplay with crystal acetate morphing

lens shapes from the round into cat-eye.



CODE YY5018

SIZE 55/18-145

COLOURS

- 1. 002 BLACK
- 2. 079 BLACK LACE
- 3. 180 BROWN LACE

KEY FEATURES

- Ultra matte lenses
- Signature extruded “Y” temple
- Bespoke Italian acetates
- Delicate contrasting lamination
- Step cutaway across the bridge



CODE YY5019

SIZE 50/24-145

COLOUR 019 BLACK

An ode to fluidity. Akin to the flowing lines of an elegant kimono, layers are cut away from the frame leaving a textured surface reminiscent of fabric enveloping its surface. Every single fibre in rich, mysterious base tones of matte black, brown and navy at one with matte finished lenses.



CODE YY5019

SIZE 50/24-145

COLOURS

1. 002 MATTE BLACK

2. 118 BROWN

3. 620 NAVY

KEY FEATURES

- Artisanal, handcrafted textured acetate
- Ultra flat matte lenses
- Exploration of matte
- Exploration of round

PDM009199

Yodji Yamamoto



CODE YY7013

SIZE 143.3/0-140

COLOUR 002 BLACK

It's all about illusion. This one-piece mask-like lens adopts the form of an acetate silhouette whilst a rounded metal frame sits proud of the lens, conveying a feeling that it has somehow emerged from within. Temples extrude from the front pushing a frame through a frame.



CODE YY7013

SIZE 143.3/0-140

COLOURS

1. 002 BLACK

2. 400 DIRTY GOLD

3. 639 NAVY

KEY FEATURES

- Frames pushing through frames
- Exploration of round
- Dirty gun and dirty gold metal finishes
- Bespoke Italian acetate temple tips

PDM009201

Yohji Yamamoto



CODE YY7014

SIZE 49/20-140

COLOUR 911 GREY

Building on traced wire frame outlines from the last collection, volume and depth is explored here.

Heavier profile brow lines taper to slim circular rims and ultra flat matte lenses are punched out in Yohji's now signature round. Matte painted fronts disguise gloss interiors.



CODE YY7014
SIZE 49/20-140
COLOURS
1. 002 BLACK
2. 004 BLACK
3. 911 GREY

KEY FEATURES

- Exploration of matte
- Exploration of round
- Ultra flat matte lenses
- Shapes within shapes
- Matte finish stainless steel wire frame with punched out round