SUN MIDO 2017

Mysi Mameriante



Johji Jamenute

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.







YY5018







YY7013

YY7014

Johy i Jamemente





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.







SIZE 55/18-145

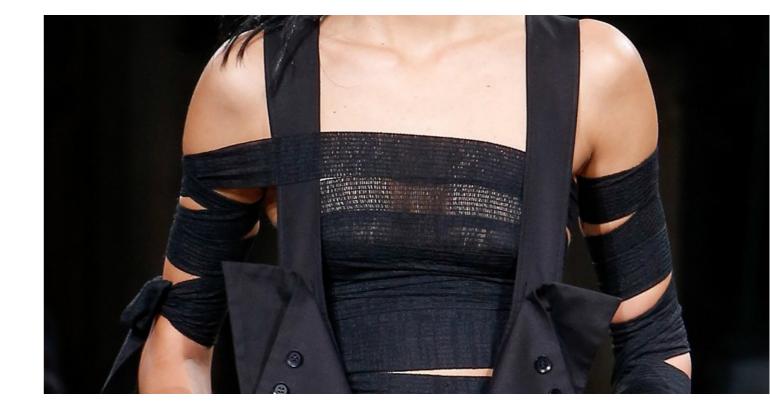
COLOURS

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

- 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.







SIZE 50/24-145

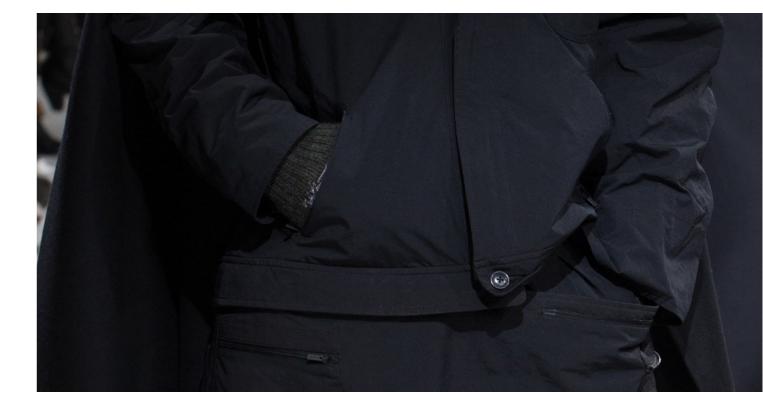
COLOURS

- 1. 002 MATTE BLACK
- 2. 118 BROWN
- 3. 620 NAVY

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







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.







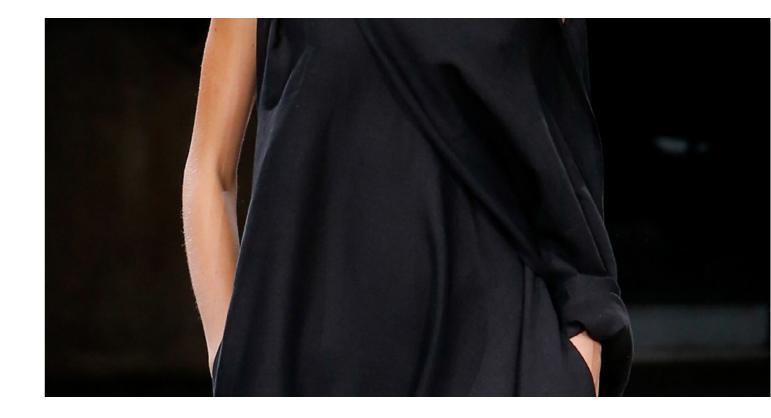
SIZE 143.3/0-140

COLOURS

- 1. 002 BLACK
- 2. 400 DIRTY GOLD
- 3. 639 NAVY

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





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.







SIZE 49/20-140

COLOURS

- 1. 002 BLACK
- 2. 004 BLACK
- 3. 911 GREY

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