

Gabriel Gamemonte



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.

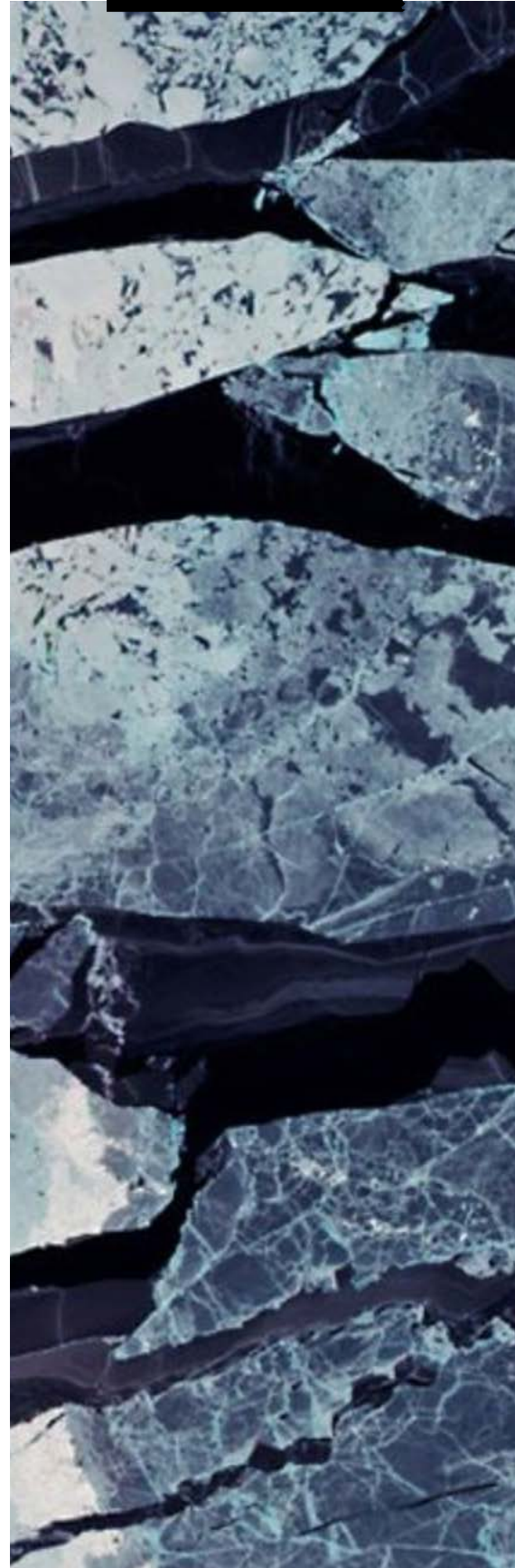
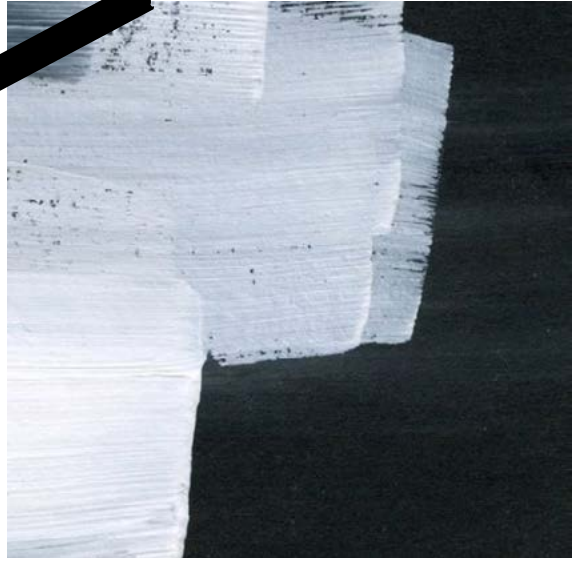
“Black is modern and arrogant at the same time. Black is lazy and easy – but mysterious”

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





OVERVIEW 2 MODELS IN 3-4 COLOURS - 7 SKUS

Yodyil Yamento



YY1030



YY1031

PDM009668

Yohji Yamamoto



CODE YY1030

SIZE 54/16-145

COLOUR 002



Here is Yohji's adaptation of the cat eye with accentuated raised end pieces that are united by a delicate slice of contrasting acetate. A sliver of glitter and lace gently softens the top brow, finishes are both gloss and matte, the piece is both a nod to the past with a gaze firmly set on the future.

PDM009668

SS17
CAMPAIGN

Yodyi Yamanato



1



3



4

2



CODE YY1030

SIZE 54/16-145

COLOURS

1. 002

2. 019

3. 115

4. 771

KEY FEATURES

- Exploration of matte
- Bespoke Italian acetates
- Delicate contrasting lamination

PDM009669

Yodanis Yamanote



CODE YY1031

SIZE 55/16-150

COLOUR 908

Cut is as important as the fit and in this handmade acetate gem from the master of cutting. A delicate slice of contrasting acetate is expertly woven into the topbrow. Black meets smoke, smoke meets black, deep midnight blue meets a wisp of crystal chestnut. All finished in a soft matte sandblast.

1



2



3



CODE YY1031

SIZE 55/16-150

COLOURS

1. 002

2. 621

3. 908

KEY FEATURES

- Exploration of matte
- Bespoke Italian acetates
- Delicate contrasting lamination