



Gohji Yamamoto

YOHJI YAMAMOTO EYEWEAR

FALL WINTER 18/19

"I'M ALWAYS HEADING IN MY OWN
DIRECTION, IN PARALLEL TO FASHION.
BECAUSE IF YOU'RE NOT WAKING WHAT
IS ASLEEP, YOU MIGHT AS WELL STAY
ON THE BEATEN PATH"

YOHJI YAMAMOTO

Yamamoto's rebellious spirit, depth of introspection and supreme skill in cut and fit underlie the genetics of the Eyewear Collection.

The Fall Winter 18/19 Collection strikes a natural, romantic mood that is woven through innovative silhouettes meeting a self-assured, discerning wearer.

An optimistic palette of white, gold, yellow and blue intersects with the ever present Yohji Yamamoto black and navy to reference a certain balance and playfulness often found in the master craftsman's archive.

In a 'coming of age' collection for the Eyewear line, a new standard of innovation and personality emerges with the distinct handwritten logo 'Y' inspiring a reworked optical temple and nose-pad design.

A certain futurist edge in form and material is pursued in design - in rebellious contrast to the soft, modern series of images accompanying the release. Emerging material tech brings new aluminum alloy, duralumin, in combination with titanium and custom acetate, to create configurations with the optimum comfort and refinement for an everyday statement piece.

The new campaign, launched exclusively with Hunger Magazine, was shot in London by Photographer Eivind Hansen in collaboration with bespoke florist Yan Skates and art directed by Joseph Porpiglia.

A combination of curious still life compositions and refined, yet effortless, looks for him and for her. The lines between what is real and what is a dream, what is hard and what is soft, are blurred and redrawn.

To learn more about the collection and retail partners, please email: pr@brandoeyewear.com



PHOTOGRAPHY: EIVIND HANSEN
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