*Fringe Theatre*

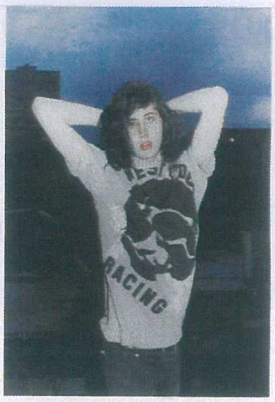
Fashion Fringe gains the exclusive support of online style store YOOX.COM. Partnering with Fashion Fringe, YOOX will act as a Fashion Incubator following the competition online and exclusively selling the winner's first full collection for S/S 07. In support of up-and-coming designers, new approaches to creativity are encouraged as competitors are promised unrivalled exposure on one of the most innovative platform around.

eyespy_news

# FRENCH CLASS

MUSIC AND FASHION GO HAND IN HAND FOR THE PROLIFIC PARIS-BASED KITSUNÉ COLLECTIVE, WHOSE EMPIRE CONTINUES TO EXPAND in style. Since 2001, the Kitsuné clique have made a habit of proving there isn't much they can't do. Beginning with successful tri-monthly "À La Mode" parties in Tokyo, the creative six – including Japanese architect Masaya Kuroki and Daft Punk's Gildas Loaec – rapidly progressed to become a record label, events management and design team. Their endless artistic exploits involve the production of successful compilation CDs and collaborative ventures with record labels, hair salons, art galleries, musicians and fashion designers including names like Air, Bloc Party, The Rapture, Phoenix, Gonzales, Wolfmother, APC and Gaspard Yurkievich. Most recently, the Franco-Japanese crew have dabbled in fashion, releasing a polished clothing line built around the concept of the "modern classic". "We wanted to have our own clothing line from the start. It was a natural progression," explains Masaya Kuroki, Kitsuné's architect-come-fashion designer. "Two years ago, I was chosen to be the designer for the brand." The essentially unisex men's and women's lines feature pared down, timeless cuts – clothing that is inspired by everyday life. "The attitude is classic, traditional and basic, it's a sober collection that will continue to be worn while trends come and go," he continues. "Not showy but not boring – things you and I would wear, will wear and are wearing." The latest collection takes its cues from "American casualwear from the 60s, and school uniforms; and the classic style of 50s and 60s Italian and French films of Godard, Truffaut, Visconti and Fellini." IC

KITSUNÉ BOUTIQUE, PALAIS ROYAL 1 RUE THÉRÈSE 75001 PARIS
WWW.KITSUNE.FR



All clothes by Kitsuné

GAS Jeans
Moving swiftly on from the July opening of their conTEMPORARY store in the fashionista frequented district of Mitte in Berlin, GAS jeans are going a spot of globe trotting opening another store on September 14 in Tokyo Meguro.
www.gasjeans.com

## dream pair

COMME DES GARÇONS' LATEST COLLABORATION IS WHAT DREAMS ARE MADE OF. Little did Sunil Pawar (aka Slingshot London) expect that after 12 years in the game, and showing his work in the Ap-art Gallery on Portobello Road, it would lead to it being spotted by Junya Watanabe himself. So impressed with what he saw, the designer immediately commissioned Sunil to work with him on a special range of limited-edition t-shirts. Adapting Sunil's paintings into designs, the collaboration culminated in the "West London Racing" t-shirts that are now available at Dover Street Market, Colette in Paris and all Comme stockists in both London and Tokyo. Sunil is getting the exposure he finally deserves, continuing to work with Comme des Garçons for S/S 2007. EC

WWW.SLINGSHOTLONDON.CO.UK

## fringe theatre

RECRUITING FOUR OF THE FRESHEST YOUNG DESIGNERS IN BRITAIN, THIS YEAR, FASHION FRINGE gains the exclusive support of online style store, YOOX.COM. Maintaining a direct relationship with designers, manufacturers and boutiques worldwide, YOOX prides itself as the only fashion site that delivers pieces to five different continents with an operating presence in Europe, the US and Japan. Partnering with Fashion Fringe in its third season, YOOX will act as a "fashion incubator" following the competition online and exclusively selling the winner's first full collection for S/S 07. In support of up-and-coming designers, new approaches to creativity are encouraged as, for the first time, competitors are promised unrivalled exposure on one of the most innovative selling platforms around. BC

WWW.YOOX.COM.

DREAM PAIR PHOTOGRAPHY JONATHAN HALLAM