



COMOLI
01 Biotop, Japan
biotop.jp
02 En Route, Japan
enroute.tokyo
03 1LDK, Japan
1ldkshop.com

[ON THE UP]

WARDROBE RENEWAL

Global

• **Preface**

Be it a revived brand from Bratislava or a Japanese tailor with Anglomania, we've scoured the globe to round up the next generation of fashion icons.



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Comoli
Tokyo

Working as a designer for mainstream fashion labels in Tokyo left Keiji Komori (*pictured, left*) dissatisfied. "I didn't feel I was designing things that I would wear or that I could encourage my friends to wear," he says. In 2011 he set up his own company and in 2012 he launched menswear label Comoli.

The premise couldn't have been simpler: wardrobe staples made with quality fabrics in quiet colours. "I often feel that even though we wear western clothes in Japan they are designed for a different body type." Komori wanted to recreate the relaxed feel and comfort of traditional Japanese garments such as the kimono and *haori* jacket.

Komori favours natural fabrics, including linen, wool and cotton, that work well in Japan's climate, particularly the humid summers. A double-breasted jacket for spring/summer is made with a linen-and-fine-wool mix that is light to wear and soft to the touch.

He shares his studio in Minami-Aoyama with Nobumoto Hirabayashi, a pattern cutter who helped Komori achieve the fit he wanted: loose but with crafted collars and armholes. Although he doesn't design specifically for women, the smaller sizes of his sweaters and shirts have found an eager female audience. Comoli doesn't have its own shop but the label is stocked in dozens of stores in Japan.

Westerners who long to buy Japanese clothes but find it impossible to squeeze into slim-line jackets and tapered trousers will love Comoli and word is spreading. "I'm happy if people outside Japan like the clothes too," says Komori. "Everyone can wear them in their own way." — FW



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Nehera
Bratislava

In their Bratislava studio the Nehera design team hover over an archive from 1930s Czechoslovakia. The brand's Billy shirt, a simple white oversized blouse in poplin from their pre-fall 2015 collection, was inspired by some of its contents. This massive archive file gives a glimpse of the original Nehera brand that this new label – launched in Paris in 2014 – has brought back to life.

In 1923, Jan Nehera founded a ready-to-wear factory in his hometown of Prostějov, later producing his own collection. The young Nehera then opened a flagship shop on Prague's Wenceslas Square in 1931. With an eye for spotting trends and a good business brain, Nehera eventually took his brand beyond the borders of Czechoslovakia with the launch of 130 stores over the next seven years. Setting trends from Paris to Moscow, the brand secured Nehera's reputation as an innovator in the industry.

"He was a business pioneer and at the same time a symbol of the very strong Czechoslovak tradition of ready-to-wear," says Ladislav Zdút, chief executive and founder of the revived brand. Zdút acquired the rights in 1998 and, impressed with Nehera's legacy, decided to relaunch the company globally. "We would like to export this craftsmanship of the 1930s."

Although headquartered in Bratislava where Zdút is based, the brand has carried on the tradition of being "truly European as it was in the 1930s", he says. Materials are sourced throughout the continent, including Italy and Switzerland, and several of the factories are those established by Nehera in Prostějov in the Czech Republic and the Slovakian towns of Trenčín and Púchov, allowing the collection to soak up the spirit of the original brand.

With the exception of one designer from Bratislava, the small design team all hail from Paris (where showroom exhibitions are organised four times a year) as does creative director Samuel Drira (pictured). While following in the footsteps of the original brand, he says the new incarnation is forging its own path. "We are developing the whole vocabulary of the Nehera wardrobe from scratch."



NEHERA
01 Celestine Eleven, London
celestineeleven.com
02 Milano Ventuno, Milan
milanoventuno.com
03 Boon The Shop, Seoul
boontheshop.com



PHOTOGRAPHERS: DANIEL GEBHART DE KOEKKOEK, THOMAS HUMERY



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Maison Ullens
Paris

When she is not busy working with her cancer charity, exploring the Greek islands on her yacht, skiing in Verbier or escorting her husband – the grandly titled Baron Guy Ullens de Schooten Whettall – to Beijing, Kathmandu, London or Brussels, Myriam Ullens (pictured) finds time to focus on her fashion label. Maison Ullens, previously named MUS, was launched by the Belgian entrepreneur in 2009.

Until this season, the Belgian creative director Véronique Leroy was in charge of the collection. Danish designer Kim Laursen (pictured, on left) recently took her place and is signalling a new direction for the brand. "Véronique Leroy has done an incredible job but she was only working two days a week and I needed someone full-time," says Ullens in her Parisian showroom, not far from her first shop on Rue de Marignan, which was designed by Rem Koolhaas.

With Laursen – who worked with Christian Lacroix for 15 years and then Kenzo, Cacharel and Azzaro – Ullens will carry on working in the same direction, in line with her lifestyle. Maison Ullens focuses on the world of travel and the city. Originally created as a prêt-à-voyager (ready-to-travel) line, the range now is intelligent, practical and extremely elegant. "Often worked into reversible forms, it helps people to travel light and embodies adaptability, wellbeing, sensuality and freedom," says Ullens.

The reversible knits, an ability to customise pieces (through removing collars, unzipping parts of coats to shorten them or adding sleeves), outstanding raw materials and exemplary quality are all reasons to buy Maison Ullens. It's a premium sportswear and fine knitwear brand, which has already found customers in its stores in Aspen, London and Paris. — DHZ
maisonullens.com



MAISON ULLENS
01 4 Rue de Marignan, Paris 75008, France
02 445 East Hopkins Avenue, Aspen, USA
03 206 Walton Street, London SW3 2JL, UK



OLDMAN'S TAILOR
01 Nest Robe, Japan
nestrobe.com
02 Loftman, Japan
loftman.co.jp
03 Graphpaper, Japan
graphpaper-tokyo.com



PHOTOGRAPHER: KOHEI TAKE



4
Oldman's Tailor
Fuji Yoshida

There are two things you can't miss about the small Japanese town of Fuji Yoshida: the presence of Mount Fuji – literally – at the end of the street and signs of a silk-weaving industry that stretches back generations.

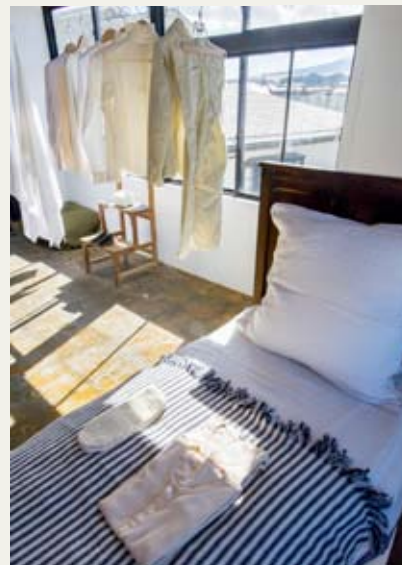
Toku Shimura's family was in the weaving business too. When she married her husband Yuji they both worked for the family firm before setting up their own tie brand: Oldman's Tailor.

A committed Anglophile, Yuji went to visit Savile Row and also pick up old ties in the vintage shops of his dreams. "London was always my reference point," he says. Later the couple moved from ties to women's clothes and bedding made with linens and cottons

woven in Toku's family workshop. The label, R&DM Co, quickly acquired a cult following.

A year ago the couple joined up with designer Tassei Onuki to reboot the Oldman's Tailor name as a men's brand for the customer who appreciates the finer things in life. The collection includes shirts in the couple's original fabrics (the linens are all made in Fuji Yoshida), cashmere sweaters with Welsh brand Corgi and a suit stitched by hand using British wool. The new label is stocked in 10 shops across Japan.

In Fuji Yoshida the Shimuras now run a proper tea-and-cake café, The Dearground, and a shop to sell their clothes, homeware and limited-edition pieces. Of Oldman's Tailor, Yuji says: "I wanted to create a brand that would be acknowledged for its quality. I hope these clothes can be handed on to the next generation." — FW



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CWST
Los Angeles

Derek Buse and Joe Sadler (pictured, Buse on left) are no strangers to the fashion business. The partners of young West Coast label cwst gained fame for their first project together: a surf-inspired clothing line called Riviera Club that launched in 2008. A trademark dispute led to its halt in 2013 and, rather than fight for the Riviera Club name, Buse and Sadler saw a chance to start afresh.

“The silver lining to our story is that changing the name gives us a chance to take the brand in a different direction,” says Buse. “CWST is more streamlined, low-key luxury menswear but still in that West Coast spirit.”

For its third season, the duo have designed a sophisticated line in hues of blue and grey on Japanese, Italian and Portuguese fabrics. Adorned with prints and patterns, the garments are subtle and elegant yet still carry a breezy California vibe.

The design side happens in Sadler’s Silver Lake loft but 30 minutes south is CWST’s main office in Compton. Here, Buse and Sadler have

found a partner in Edmund Kim, owner of Edmund Kim International, a clothing and fabric manufacturer that produces for big brands such as J.Crew and Toms.

Kim has been in the business for more than 30 years and by having their HQ within his facility, the cwst team have the ability to oversee their product being made. “We’re able to do that because we have the sewing team, the sample makers and the cutters under one roof and we can be there with them hands-on,” says Sadler.

The duo credit Kim’s years of experience in pattern making, dyeing and construction as key to the high quality of the cwst product. “We are fortunate to have a partner in Mr Kim,” says Sadler. Though Buse and Sadler have each been in the industry for over a decade, Kim’s resources give them the edge to elevate the casual Pacific look. — MDB thecwst.com



CWST
01 Odin, New York
odinnewyork.com
02 Journal Standard, Tokyo
journal-standard.jp
03 Ron Herman,
Los Angeles
ronherman.com

