

Tu es mon TRÉSOR

Fall-Winter 2018: Spiral time

'Now is the time for you to examine your own conscience,
to sum up everything right or wrong that has happened for the last hundred years;
for there are only very few adventures that you haven't got involved in,
although none of them proved any of your business; which makes you responsible for everything
- and that is why the world is going to pieces.'

—Ubu Roi, Paris 1896

One of the greatest potentials fashion has is perhaps its ability to sense today's 'zeitgeist' and make it wearable. Ultimately to be 'in fashion', one should be in tune with the current state of world. Aimi Sahara was long searching for a word to capture her exact feeling of today's world; where power, greed, and their evil practices have widely prevailed.

No other word described Aimi's feeling more accurately than 'spiral' which Los Angeles based artist Michael Bailey-Gates introduced to her when describing today's social, political, and economic turmoil. That was when Sahara realized that her fashion should be, now more than ever, the navigating and inspiring force through this 'spiraling time'.

For Fall-Winter 2018, Sahara has created a collection inspired by Ubu Roi; the 19th century play written by Alfred Jarry. He used the power of satire to uncover the bourgeoisie's abuse of authority. The central character of the play is Ubu who is notorious for his infantile engagement with his world. Jarry let the play act out Ubu's most childish rages and desires in an almost absurd expression yet captured the very mood of the time and its brutal reality.

The play influenced the collection in its spirit as well as its silhouette and details. The silhouette is cartoon-like throughout: jeans are frayed, coats: cocooned, and dresses: ballooned. Stripes and spirals are symbolic in their stature and appear in a variety of materials: faux fur, knitting, and a combination of tulle and feather.

The tailoring is precise and sharp with cotton and crease resistant synthetic fabrics. Additionally, the trench coat was introduced as another staple to the brand's outerwear range. The details are bourgeois: The sleeves and hems are adorned with feathers, the buckles: gold plated, the tulle: frilled and embroideries: crystalized.

The messages were bold yet executed with grace: each piece is hand embroidered with ribbons by female seamstresses in the brand's atelier.

The photo T-shirts were created in collaboration with the aforementioned Los Angeles based artist Michael Bailey-Gates who expressed his take on living in a "spiraling time".

The collection as a whole utilizes principal black and white with complementing luminous red and blue hues.

The lookbook was photographed by Los Angeles based artist, Thomas Whiteside, starring the actress and artist India Menuz.

Tu es mon TRÉSOR dares to create fashion that is awakening and empowering.

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Brand profile

Established in Tokyo by Aimi Sahara in 2010, Tu es mon TRÉSOR (translation: “You Are My Treasure”) re-invents everyday garments with the sensibility of couture. Sahara found an interest in fashion from early age, inspired by a dazzling collection of clothes stored in her mother’s closet, especially struck by intricate embroidery and its craftsmanship. When starting the brand, her wish was to bring sensibility of couture to everyday garments. She studied vintage denims thoroughly and created her own replica using 40’s vintage loom and embellished lavishly with pearls, crystals and ribbons. The result was a couture piece relevant to the context of everyday. The collection started only with few pairs of jeans has now grown to a full ready-to-wear collection.

Tu es mon TRÉSOR is sold globally in the most exclusive retailers, including Saks Fifth Avenue, Nordstrom, Lane Crawford, Tom Greyhound and Isetan.