

Tu es mon TRÉSOR

Spring-Summer 2019: Beautiful at heart

'Beauty is the manifestation of use.

Objects become beautiful with use, are loved due to their very beauty, and with caring appreciation come to be further used.

They are warmly cherished, and lie close to us in our daily lives.'

—Soetsu Yanagi, Selected Essays on Japanese Folk Crafts

What kind of clothes should one create and send out into the world? This is a question that fashion designers are confronted with every season. Witnessing the significant changes in fashion within recent years, designer Aimi Sahara has come to recognize the increasing urgency of this very question. In our current times, attention is turned not only towards the ostensible ornateness and visual beauty of fashion, but more so to the issue of by who, where, how, to what extent, and with what kind of spirit and mindset the clothing is being made. In producing this season's collection, Sahara took the opportunity to reconsider the spirit of her own clothes making. Having encountered the "Mingei (folk craft) Movement" led by Japanese philosopher Soetsu Yanagi, and in resonating with his spirit, Sahara observed similarities between his discourses on the "beauty of use" which recognizes the essence of beauty in everyday ordinary and utilitarian objects, and her very own spirit of clothes making that she has continued to value throughout her work.

Yanagi had discovered the "beauty of use" in things such as those that are simple and convenient to use, things that are true and could be relied upon to use, things that offer peace of mind in one's lives, and things that become gradually more familiar through continued use. In the context of fashion, this would refer to clothes that are easy to wear, are functional and durable, and have been designed in a timeless style with a close eye for detail. In other words, Yanagi's philosophy of the "beauty of use" was a guideline for a sustainable means of craftsmanship and production that remains relevant to the present day.

Featured throughout the collection are a selection of dead stock embroidery parts. As if resonating with the concepts of the Mingei Movement that had discovered beauty within nature, the shape of each of the individual parts as well as the overall design of the embroidery, present themselves like flowers blossoming freely in the wild. The various jewels, once covered in dust and their value long forgotten, will again gain their radiance. Items that have been made using dead stock parts will each be individually numbered, and be made available as a limited edition. The fabrics that are mainly used include natural materials such as linen and organic cotton characterized by gentle texture and comfort, offered in a subtle color palette of lavender, pink, and yellow which are soft, light, and delicately embrace the wearer. The embroidery parts are each sewn onto the clothing by hand through a uniquely devised method, and in consideration of daily use, have been designed to be washable at home. It is a collection that while earnestly considering the possibility of fashion as a practical necessity as well as the various process of making that are involved, has been created in the hopes that it would become "clothing that is treasured" by the people who incorporate them into their lives.

This season's campaign was photographed by Thomas Whiteside at the Shoji Hamada Memorial Mashiko Sankokan Museum, a museum that has been established through refurbishing the former residence and workshop of the potter Shoji Hamada, who along with Soetsu Yanagi was a central figure of the Mingei Movement.

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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.