

# PRESS RELEASE



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## KAZU HUGGLER'S ACCESSORIES AT JAPAN SOCIETY GALLERY SHOP, NEW YORK

Japanese-Swiss fashion designer, Kazu Huggler makes her way across the Atlantic to the Japan Society in New York City. Huggler's Spring and Summer accessories—scarves and fishnet bags—go on sale in the Gallery Shop, tomorrow, May 16, 2007.



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*Turtles and Wave Button Loop Scarf*

Huggler's hand-printed scarves include patterns of the beloved Japanese chrysanthemum motif; glycine (wisteria) flowers with fans—a Japanese fortune symbol; and, maple leaves—another favoured motif for textiles in Japan. The scarves come in earth-tone hues and are made of 100 percent viscose georgette. Her hand-made fishnet bags, which come in large, medium and small, are hand-embroidered with red crabs, blue waves, maple leaves done up in yellow and green for the Summer, and egrets (white wading birds also known as herons), are embroidered in turquoise and pink to add a more vivid touch. The fishnet bag design was inspired by an original 1920s evening bag with its zipper in the inside fold of the bag. Unlike most bags where the zipper is found along the top of the bag and in a horizontal position, Huggler's fishnet bags sport a hidden zipper that can only be seen once a bag is opened. Entirely apropos as a Summer accessory, Huggler uses brown net (as in the fishnet) for the body of the bags. The colourful water motifs complement the brown fishnet and help to create the mood of being near the sea or by the ocean.

One of Huggler's signature pieces—Turtles and Waves Button Loop Scarf—from her current BIDAN Collection—is an exclusive to the Japan Society Gallery Shop. The scarf's pattern shows turtles emerging from willow leaves. The symbol of long-life, the turtle is believed to live for 10,000 years. In this print, the turtles, waves and willows come together in harmony to bring out the scarf's colour and to project movement. The buttons and loops give an added dimension to the scarf—one can tie or wrap it as desired. Huggler says, "It's like a kimono...the wearer becomes the designer and has the freedom to sculpt a piece of beautiful fabric around her body."

Also on display is Huggler's Tsuru Muffler. Known as the crane in the West, tsurus have been shown as an adored Japanese motif for centuries with thousands of variations recorded. Regarded as the "queen of the birds," the tsuru is an especially beautiful and elegant bird particularly when it flies or dances. Huggler's tsuru print exudes elegance and depicts the symmetry of their graceful wings in the birds' movements—always ascending—an auspicious symbol of good fortune. The tsuru print is hand-printed on silk and the muffler is lined with a

silk/wool (50/50) fabric. Perfect for the Fall and Winter but can be used any time and when the weather is cool.

Best known for her use of Japanese themes and kimono pattern designs, Huggler is a graduate of Central Saint Martins College of Art and Design in London. She also studied at Tokyo's renowned Keio University where she graduated with a dual designation degree in Japanese History of Art and Aesthetics. Her Couture Line is available for showing by appointment at her showroom while her Silk Collection is available at Fabric Frontline at Lichthof Bahnhofstrasse 25 in Zurich. Kazu Huggler™ Ready-To-Wear Line sells in Globus and other fine boutiques in Switzerland and her Sterling Silver Line is available at Gallery Naruyama in Tokyo, as well as, her showroom in Zurich. Huggler lives in Zurich and travels frequently to Tokyo.

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