



KAZU

PRESS RELEASE

SASA

Ready-to-wear Fall/Winter 2008/2009



Tailored jackets and coats with wide flowing trousers and high-waist skirts show clear and almost architectural lines—faultless fit that goes from the boardroom to the living room—has something for everyone—mothers, businesswomen, philanthropists... SASA blends together timeless fashion and accessories for today's woman.

The Spring/Summer 2009 ready-to-wear collection by KAZU exudes beautiful, strong and bold custom-designed patterns on silk crepe de chine. SASA is a reflection of the Japanese bamboo grass which symbolizes endurance, strength and flexibility—and from where the collection received its name. Bamboo grass plants are hard to bend or rather they do not bend but show much flexibility and strength—they endure many harsh elements and tough conditions including asphalt concretes and extreme weather.

Pulling inspiration from old kimono patterns, one can see KAZU's kimono-style motifs in each print but can also distinguish each print's unique characteristics. Sasa, the signature motif is an "all over print" complete with bold motifs of bamboo grass in mustard, crème and navy. The boldness does not distract the exquisite design that accents this wearable and practical collection.

Then, harmonizing with Sasa, is the Tsuta print which is interpreted as "a rendition of grape leaves." With very large motifs, Tsuta has a more graphic feel and can be construed as a stylized motif of nature like those from the EDO period. Tsuta motifs were beloved in Japan and were used as family crests as well as, by the Shogun(s) who used Tsuta motifs during war as a symbol for luck. The crème coloured motif is true kimono-style pattern and finished with a navy background.

The exclusively Swiss-made Kanoko print rounds out the SASA collection. Based on original tsumugi textiles and their "tie and die" process, Kanoko, applies similar techniques. After tying and dyeing the small circles which are formed become the "deer footprints" or the Kanoko motifs. In off white on a black background, Kanoko is the contrast of the collection; it brings a fine delicate print in balance with the boldness of Sasa and Tsuta—the art of perfectly aligned colours, motifs and designs.

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