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Lane Crawford turns to Japan to explore what “fashion can be”

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Lane Crawford's Japon Noir display

By STAFF REPORTS

Chinese department store chain Lane Crawford is embracing the new generation of talent coming from Japan in a curated edit.

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Found at Lane Crawford's ifc mall store in Hong Kong and on the retailer's ecommerce site, the "Japon Noir" initiative features six designers. The designers selected for the display are said to share a "mastery of fusing ancient and modern techniques."

Emerging talent

Japon Noir aims to challenge the notion of what "fashion can be" by showcasing emerging Japanese talents for a discerning Chinese audience.

The designers on display are described by Lane Crawford as the "metaphorical sons and daughters" of groundbreakers Rei Kawakubo and Yohji Yamamoto. Ms. Kawakubo is the founder of fashion label Comme des Garçons, while Mr. Yamamoto is an award-winning and influential designer based out of Tokyo and Paris.

On its ecommerce page, Lane Crawford consumers can shop the edit and learn more about the featured designers. Japan's talent is represented by apparel labels Toga Archives, Ibrigu and Facetasm as well as footwear by Hender Scheme and artwork by Takeru Amano.



Lane Crawford's Japon Noir display at its ifc mall store in Hong Kong

Both Toga Archives and Facetasm have prepared exclusives for Lane Crawford's Japon Noir.

Japan has been on the radar of many brands as the country's economy stabilizes and its luxury retail market continues grows.

For instance, Italian fashion label Versace has returned to Japan after departing the market in 2009.

When Versace had a retail presence in Japan, the label operated 4 boutiques in total, and now as its re-entrance process has begun, the brand has opened 3 storefronts. The three stores capture different facets of the brand, with Versus Versace opening in April, Versace Home in July and a mainline flagship that has just opened ([see story](#)).

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