

ARTS AND ENTERTAINMENT

Comit Colbert calls on shared cultural affinities for Japanese art exhibit

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Comit Colbert based the artist prompt on its utopian concept Rver 2074. Image credit: Tokyo University of the Arts

By STAFF REPORTS

Members of France's Comit Colbert are reaffirming French luxury's positioning in Japan through a dialogue with 50 up-and-coming Japanese artists.

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Japan has proved a successful market for luxury brands of all sizes and craft category, resulting in well-developed retail networks in major cities such as Tokyo, Osaka, Kobe and Kyoto. On average, the Japanese market represents 10 percent of luxury export sales, and for some goods categories the figure jumps to more than 60 percent.

To affinities and beyond

As French luxury continues to see growth in Japan, members of Comit Colbert wanted to pay tribute to the country's strong affinities for luxury goods. Both cultures share appreciation for detail, sophistication, excellence and superior quality with emphasis on creativity and craft.

To celebrate its relationship with Japan, Comit Colbert members have invited 50 young Japanese artists to "project themselves into an optimistic future" through a science fiction exercise.

Comit Colbert based its creative prompt on its Rver 2074, or Dreaming 2074, initiative. Launched in 2014, Comit Colbert asked its 78 luxury houses and 14 cultural institutions to pen a utopian tale set in 2074, or 60 years on from the group's 60th anniversary ([see story](#)).

