

APPAREL AND ACCESSORIES

## Comme des Garons designs holiday products based on iconic items

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*Comme des Garons' holiday campaign. Image credit: Comme des Garons*

By STAFF REPORTS

Luxury brands including Burberry and Gucci are celebrating the holidays with Comme des Garons for a special capsule.

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The notion behind the collection is showcasing how people can come together. Designers from Gucci, Burberry, John Galliano and Jean Paul Gaultier are providing the inspiration for the holiday products.

### Holiday collaboration

Designer Rei Kawakubo encouraged other designers from the labels to submit an "iconic" product for the Comme des Garons holiday collection. She then created a holiday item based on the products submitted, such as an accessory or piece of apparel.

The collection will be comprised of nine products, and will be on sale for the duration of the holidays at a variety of boutiques in Japan. Starting Dec. 6, other the collection will roll out to other various locations in the United States and Dover Street Market.

"I think it's more than a bunch of collaborations," said Adrian Joffe, president of Comme des Garons International and chief executive at Dover Street Market, adopting the language of the Grinch in characterizing the project as far more than the sum of its parts. "It's about inclusivity: how people can come together and work together."

"The idea behind it is to animate and energize the stores at the end of the season, while people are waiting for the sale and are in the mood for gifts and new things," he said. "It has been tremendously successful since it brings people back in the stores and they often find things outside the holiday campaign that they might have seen all season, but it suddenly looks different in a different context."



*Comme des Garon launches holiday collection. Image credit: Comme des Garon*

In 2017, Retailer Barneys New York brought together art and fashion in a window display combining the work of artist Louise Bourgeois and designer Rei Kawakubo of Comme des Garons in one exhibit.

Barneys' new display incorporates Ms. Bourgeois' sculptures into Ms. Kawakubo's designs to highlight the similarities between these two acclaimed women. The retailer worked with the Easton Foundation, an organization devoted to preserving Ms. Bourgeois' reputation and "cultivating new interpretations of [her] work," after she passed away in 2010 ([see story](#)).

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