

APPAREL AND ACCESSORIES

## Spanish label Loewe turns to kabuki for spring summer 2020 womenswear book

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*Model Kaia Gerber and photographer Fumiko Imano with a cutout of herself in the Loewe spring summer 2020 womenswear book. Image credit: Loewe*

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By STAFF REPORTS

Spanish fashion label Loewe has launched its spring summer 2020 womenswear publication featuring artist Fumiko Imano photograph herself and model Kaia Gerber in the grounds of Japanese-American sculptor Isamu Noguchi's Peace Garden.

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Characterized by its ceremonial features, stone sculptures and bamboo, plum and magnolia trees lining streams and lily ponds in Zen arrangements, Noguchi designed his Peace Garden in the grounds of the Maison de l'UNESCO in the late 1950s to engender a feeling of meditative calm.



*Kaia Gerber in Isamu Noguchi's garden. Image credit: Loewe*

Ms. Imano cuts and pastes medium-format film to conjure herself an imaginary twin, with Noguchi's garden doubling up as a kabuki theater stage in which she and Ms. Gerber model Loewe's new spring summer womenswear collection.

The idea may not seem as farfetched since kabuki theater is intended as an escape from the everyday world.



*Playing kabuki characters in the Loewe spring summer 2020 womenswear book. Image credit: Loewe*

Ms. Imano and her twin are turned into aragoto villains. Ms. Gerber, sporting a hairdo reflective of the era the Noguchi garden was built, acts the naf.



*Model Kaia Gerber has the look in the bag. Image credit: Loewe*

Jonathan Anderson, designer for **Loewe**, helmed the effort.

The publication No. 30 was art directed and designed by M/M (Paris) in a clothbound volume with a limited-edition print run of 1,200 hand-numbered copies. A digital edition can be downloaded from iTunes.

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