

APPAREL AND ACCESSORIES

Kenzo works with Japanese artist Verdy on streetwear collection

December 5, 2023



Seventy pieces are included in the collaborative capsule, spanning ready-to-wear and accessories. Image credit: Kenzo

By LUXURY DAILY NEWS SERVICE

French fashion label **Kenzo** is working with a prominent Japanese creative on a clothing capsule.

Verdy, an artist and friend of the brand's creative director, Nigo, has been enlisted to create graphics for a new streetwear collection, launched December 4. Alongside the apparel, Kenzo is debuting a pop-up store on Avenue des Champs-lyses in Paris not far from the Arc de Triomphe which opened on December 2.

French connection

Seventy pieces are included in the collaborative capsule, spanning ready-to-wear and accessories.

Verdy, a notable artist in Japan's street art scene, has added his touch to items from Kenzo's spring/summer 2024 collection unveiled during Paris Fashion Week in June 2023 with a series of custom visual elements. Jackets, cardigans, t-shirts, jumpers, shorts, pajama bottoms, caps, backpacks, ties and tote bags are among the items included in the assemblage.

Artistic Director [@nigoldeneye](#) & Artist [#Verdy](#) have developed a close bond over the years.

Thanks to that, Nigo trusted no one better than Verdy for his 1st collaboration for KENZO.

The [#KENZOxVERDY](#) collection is now available worldwide on <https://t.co/GC4SFJC6SE> and stores. pic.twitter.com/XRuggwJWiL

KENZO (@kenzo) December 4, 2023

The collection spans both men's and women's apparel.

Several of the garments, including a selection of hoodies and windbreakers, are not yet available for purchase and are planned for release soon. The majority of the capsule is available now on Kenzo's [website](#) and within its Champs-lyses pop-up.

The release comes as many luxury labels launch collaborations with artists, with French fashion house Dior's "Lady Dior Art"

project being the latest ([see story](#)).

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