

SETCHU

CEREMONY OF HOW TO

The formal gestures of the ceremonies, deep rooted in Japanese culture, are at the core of the SETCHU collections and will be replayed during the upcoming Milan event.

Traditional Tatami mats will be the setting. On the Tatami, the different items, functional yet timeless, will be shown on the process of folding like origami, the playful passtime of Satoshi Kuwata during childhood.

The structure of the collection is built starting from a two dimensions, developing then into 3D through a thoughtful draping process on the body. Crispy and dry materials - cotton, linen, wool, silk cadì and leather - are assembled through buttons, creating decorative ideas, building character.

The folding creases on jackets seem like ironing mistakes but are actually on purpose, as nothing happens by chance. The formal double breasted jackets are ready to be cased in small travel bags and bermudas with wide pleats look like actual paper. Denim-like linen tinted in deep indigo combines structure and zipped slits to suit the anatomy. Shirts have asymmetrical strips that fold following the body and dresses can be a long rectangular sheet of light cloth that turns into an actual dress with just small buttons and straps.

"In a crucial moment where artificial intelligence is the core of the discussion, we still need to focus on manual labour as the center of the human experience. Human creativity IS creativity."

About

Satoshi Kuwata has extensively travelled Japan and the world, gathering a unique know-how on many different visual traditions. Having lived in Kyoto, Paris, Milan, London and New York, he developed a unique approach to chic, permeated with a profound knowledge and respect for different cultures and kinds of craftsmanship in all of their shapes and forms. He himself is the perfect embodiment of SETCHU's style philosophy: dressing with substantial doses of refinement whatever the context. His personal taste has been sharpened by years at both the helm of international design studios as well as in his roles as a creative director.

A career that saw him working with Givenchy, Edun, Kanye West, and Gareth Pugh - while developing an eye for sharp tailoring at institutions like H. Huntsman and Sons on Savile Row in London. A fishing enthusiast, he will dress with the same esprit whether in a studio in Milan or when fishing in Gabon.

Satoshi Kuwata is the recipient of the 2023 LVMH Prize.

Fondazione Sozzani was established in 2016 by Carla Sozzani and is dedicated to the promotion of culture through photography, fashion, the fine arts, and applied arts. The Foundation has assumed the patronage of Galleria Carla Sozzani and continues all relevant public functions that the Gallery has supported since 1990. Since 2021 Sara Sozzani Maino has curated and coordinated projects dedicated to education, responsibility, and the next generation of creatives.

"Satoshi is a pure talent that has an exquisite attention to detail and quality, he creates a passionate storytelling with a cultural clash between East and West. Fondazione Sozzani believes in the new generation of creatives that underline craft and responsibility." Sara Sozzani Maino, creative director Fondazione Sozzani

Special Thanks

FILM_MASSIMILIANO BOMBA

STYLIST_TANYA JONES

CREATIVE DIRECTION_CARINA FREY & STEFANIE BARTH

CASTING_JULIA LANGE

MUSIC_PAOLO TOCCI

PRODUCTION_LUCIANO CIRELLI

PR_LEILA PALERMO

HAIR_SIMONE PRUSSO

MAKE UP_TANJA FRISCIC

STILLS_OFFICINAOTTO POSTPRODUCTION HOUSE

TATAMI_VIVEREZEN

WINE PARTNER_FRANCIACORTA

LOCATION_FONDAZIONE SOZZANI