

News Release

Tokyo Knit Fashion Association (hereinafter called TKF *1) began to receive the special support by the Tokyo Metropolitan Government, "Let's take an opportunity 2020 project" (*2), in 2017. Since then, TKF has been working on the various activities to strengthen added value of the production area of Knit in Tokyo such as installing the quality certification system of TOKYO KNIT Brand(*3).

As one of the activities of TOKYO KNIT Branding, TKF will participate in PITTI IMMAGINE UOMO 97 to be held in January 2020 in Firenze (Italy).

◆PITTI IMMAGINE UOMO 97 (2020A/W)

Period of exhibition : January 7, 2020 (Tue) – January 10, 2020 (Fri)

Venue : Fortezza da basso / Padiglione Centrale

Viale Filippo Strozzi 1 – Florence

- ◇TOKYO KNIT and ANREALAGE will hold a cocktail party & presentation at Padiglione Centrale-Piano Attico H4-10, scheduled to be held from 11 : 00 a.m. January 8, 2020

<Outline of Exhibition>

TOKYO KNIT will present two booths of the following concepts.



TOKYO KNIT Collection of Quality and Technique

Having the concept "The long-established technique of the TOKYO KNIT to the next generation", 17 companies certified by TOKYO KNIT will present 22 of hoodies and long-sleeve T shirts by maximizing the manufactural technique, the quality and the creativity of members of TOKYO KNIT. Having been flexible to meet the needs of the diversified modern fashion, TOKYO KNIT is always responding the difficult demands from the various clients, from the new creators to major apparel brands. It is the time for you to realize the fundamental power of Tokyo Knit fashion Association.



2019/11/15



TOKYO KNIT x ANREALAGE capsule collection

TOKYO KNIT and Kunihiro Morinaga, the designer of ANREALAGE, have met together and mutually inspired. 9 coordinates of capsule collection produced by this collaboration will be presented. The craftsmanship, the idea and the persistence to the manufacturing by each manufacturer of TOKYO KNIT and the sensibility thinking outside-the box and the brilliant creativity of Kunihiro Morinaga have realized the high-dimensional collaboration. That is the collection which can be created nowhere but in currently ongoing TOKYO.

ANREALAGE will participate in PITTI IMMAGINE UOMO for the first time.

◆About TOKYO KNIT

Disseminate the future of knit which can be created nowhere but in Tokyo to the world...that is our mission.

TOKYO KNIT is the manufacturing platform where the knit fashion manufacturers situated around Honjo of Sumida district (the east area of Tokyo and the traditional downtown area of Tokyo) are trying to produce the fashion industry of next generation.

The industry of Knit industry in Tokyo dates back to the Edo period (1603-1868). As Japan was closed off to the outside world during the Edo period, Japanese people had to produce most of products within the country. In the era of peace in which the age of the provincial wars had already finished, Samurais were obliged to engage in the new work by leaving their swords. As a result, Samurais who lived in the east of Edo (Edo: the old name of Tokyo) began to produce the hand-knitted products such as socks and underwear. The knitting industry gradually evolved there and this area became the birthplace of knitting industry as a consequence of the encouragement of new industry by Japanese government during the Meiji period (1868-1912). (note: Japan emerged from its period of isolation in 1854)

After World War II, Tokyo became the center of fashion and culture in Japan, many of Japanese fashion designers began to have their own ateliers in Tokyo and the number of distributors and retailers increased

dramatically. Especially since 1970's, fashion design originated in Tokyo began to be highly praised from the world and the manufacturers in Tokyo became to be engaged in the various creations, from casual fashion to high-end fashion. Thus, with the solid technique based on its historical experience, the knitting industry in Tokyo has been nourishing its flexibility to support the imaginative creativity of Tokyo Fashion which is continuously stimulating the world. (<http://www.tokyoknit.jp/>)

◆About ANREALAGE



“God is in the details”

Designer Kunihiro Morinaga was born in Tokyo in 1980. He graduated from Waseda University, in social sciences. While going to university, he started learning fashion design at Vantan Design Institute. In 2003 he launched his own brand “ANREALAGE”. ANREALAGE is a combination of the words “REAL”, “UNREAL” and “AGE”.

In 2005, he presented his first collection at Tokyo Fashion Week at the Tokyo Tower, and won the GEN ART 2005 Avant-garde prize for young designers in New York. In 2011, he won the 29th Mainichi Fashion Prize for young designers as well as the Shiseido Encouragement Award. In 2014, he started presenting at Paris Fashion Week, for Spring/Summer 2015. He was selected as finalist for the「ANDAM FASHION AWARD」in 2015 in France. In 2017 he held the “A LIGHT UN LIGHT” exhibition in Japan that shows his work since he started presenting at Paris Fashion Week, as well as the traveling exhibition JAPAN HOUSE in LA and Sao Paulo, and also participated in exhibitions at the Pompidou Center Metz, Rothschild Museum and Mori Art Museum. In 2019, he was selected as finalist for the LVMH Prize in France, and won the 37th Mainichi Fashion Grand Prix the same year.

(<http://www.anrealage.com/>)

(* 1) Tokyo Knit Fashion Association

Founded in 1949 as association which has corporate status under the law of cooperative association for small and medium sized companies, aiming for improving and developing the management of the small and medium sized knitting manufacturers. In 1986, the name of association was changed to the current name, Tokyo Knit Fashion Association. Currently, approximate 200 companies belong to this association. (<http://www.tkf.or.jp/>)

(* 2) Let's take an opportunity 2020 project, the special support by the Tokyo Metropolitan Government

The project by the Tokyo Metropolitan for the cooperative associations or the group of the small and medium sized companies in Tokyo which are actively undertaking the activities to improve their own industries. The government of Tokyo subsidizes the selected associations or the groups of the companies in Tokyo to support the development of their industries. This special project was implemented in 2017 in order to create the successful case which would be the model of the revitalization of industry.

(* 3) The quality certification system of TOKYO KNIT Brand

Aiming for the branding technique, Tokyo Knit Fashion Association certifies the companies among the members of TKF which meet the standard of certification. The evaluating process for TOKYO KNIT Brand is proceeded by the committee of influential individuals. (the chairman: Mr. Seiichi Mizuno)

Currently, 28 companies are certificated as TOKYO KNIT Brand.

Please see the list of the certificated companies on the web-site (www.tokyoknit.jp/) .

◆The contacts for the project

In terms of the request/interview, please contact the followings;

<For TOKYO KNIT x ANREALAGE capsule collection>

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