



COMME des GARÇONS
PERPETUAL REVOLUTION

FOUNDER | DESIGNER: Rei Kawakubo
FOUNDED: 1969

LOCATIONS: Tokyo (flagship), Paris, London, New York, Hong Kong, Los Angeles, Berlin, Beijing, Singapore

COLLABORATIONS: Louis Vuitton, Nike, Converse, H&M, Levi's, New Balance, Speedo, Supreme



COMME des GARÇONS

PERPETUAL REVOLUTION

HISTORY

A Japanese fashion label that remains an independent company, directed by Rei Kawakubo. The often **avant-garde** and always **influential** label was created in Tokyo in 1969 before heading to Paris in 1981 where it garnered both acclaim and controversy with a debut collection of distressed and deconstructed pieces. The **modern** Comme des Garçons brand, which incorporates a whole family of sub-brands in fashion and fragrance, is worn by men and women who like to take a **different** style. These sub-brands have contributed to the steady growth of Comme des Garçons' business; sales rose from \$130 million in 1999 to \$150 million in 2005 to \$180 million in 2008. Revenue has since jumped another \$100 million to more than \$280 million today.

CLIENTELE

Artists / Punk / Celebrities / Fashion-forward influencers

CONCEPT


High concept – deliberately challenging, absurd / Kōan– Zen, unsolvable puzzles / Only make things that are completely new

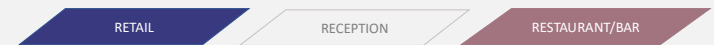
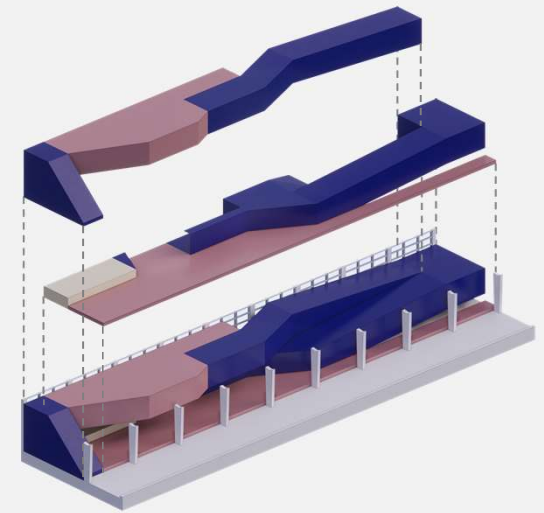
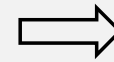
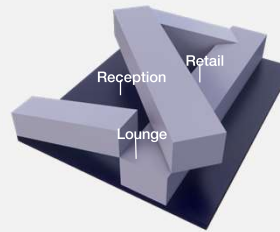
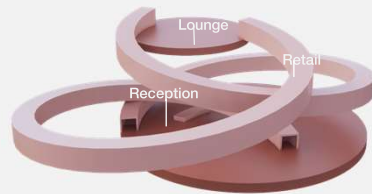
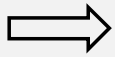
THEMES

Order / chaos – Past / present / future

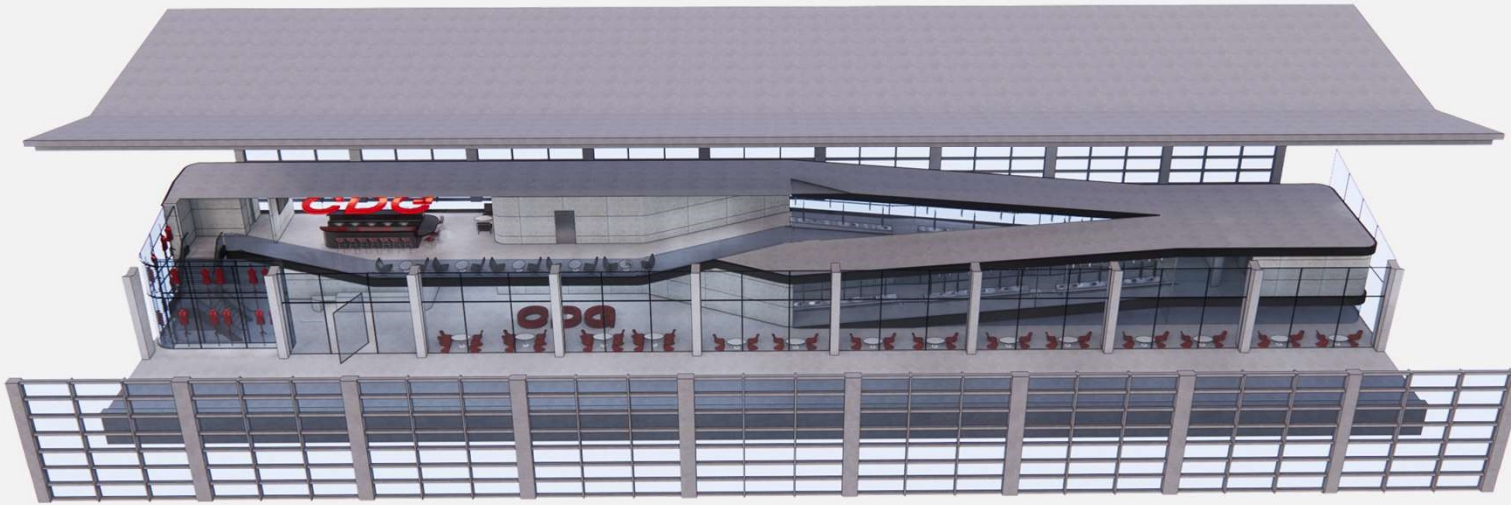
FASHION

Unsize / Challenges proportions / Volume / Asymmetric / Opposites – patterns exist where they shouldn't / Seams aren't where they should go, buttons are sideways, an askew collar / Always different / Controversial

 **COMME des GARÇONS**
Concept Diagrams

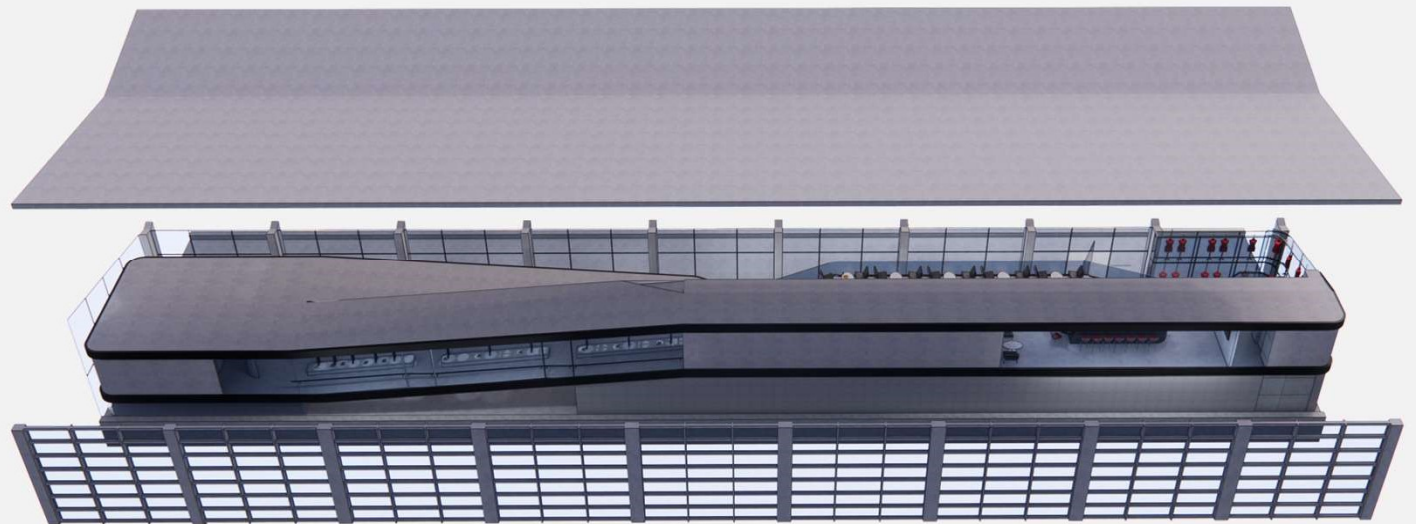


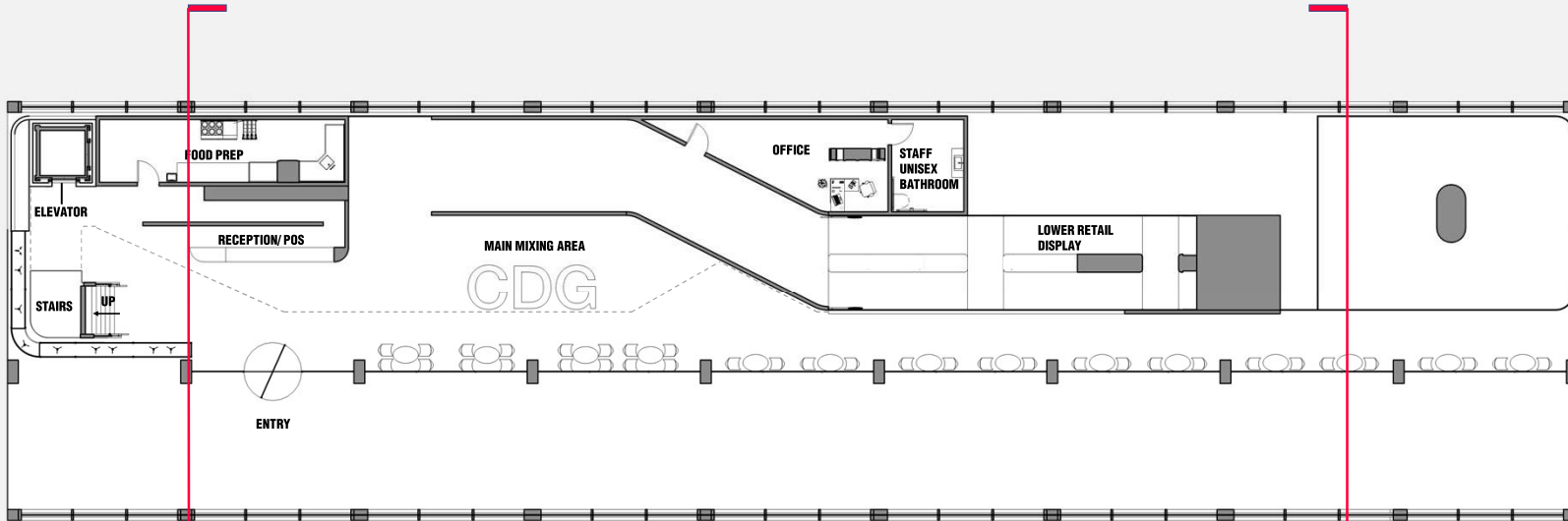
Comme des Garçons is synonymous with constant change and challenging the status quo. This diagram demonstrates this by taking guests on a unique shopping and dining experience. Customers will journey through a series of ramped interconnected retail passageways that lead to the upper-level lounge, where they can enjoy an Aperitivo before continuing to their destination.



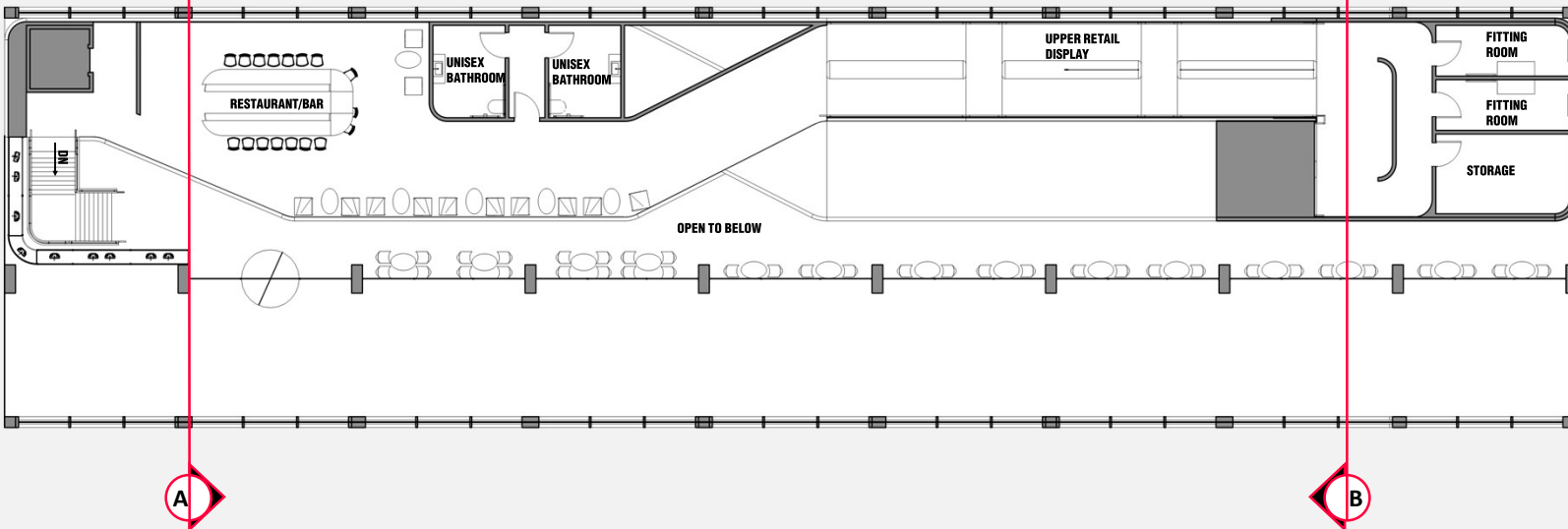
Front view

Back view



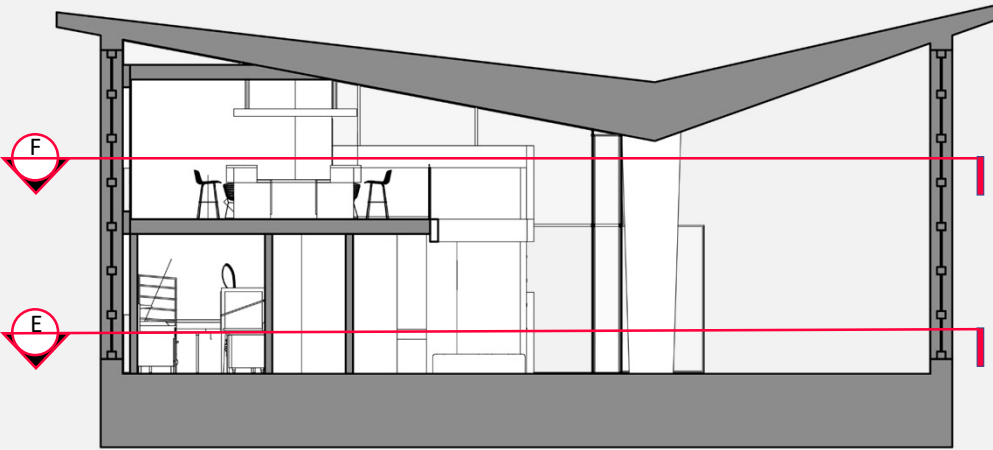


E First Floor Plan
 Scale 1/4" = 1-0'

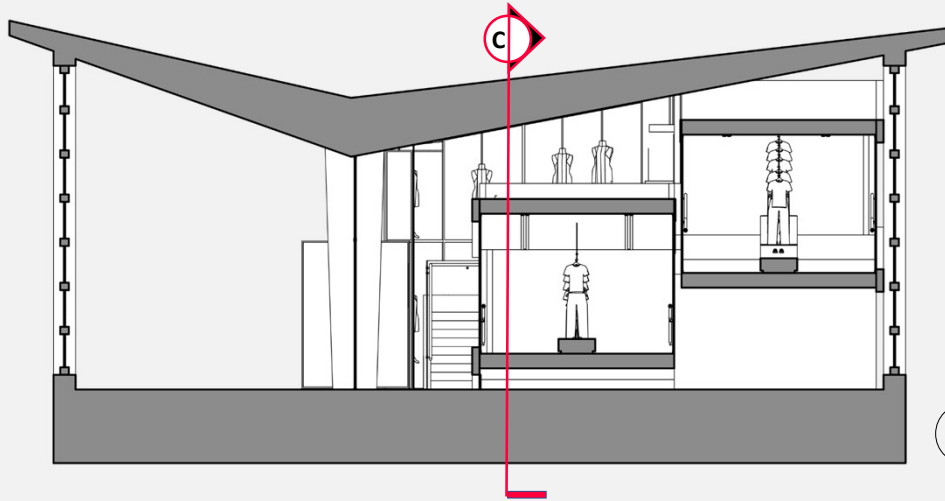


F Second Floor Plan
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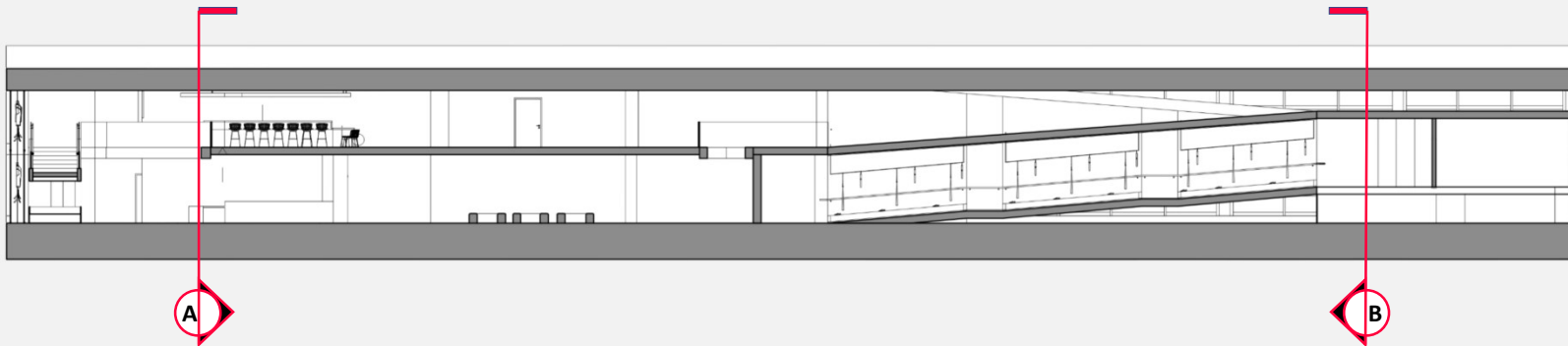
 **COMME des GARÇONS**
Sections



A Cross Section View
Scale 1/4" = 1'-0"



B Cross Section View
Scale 1/4" = 1'-0"



C Longitudinal View
Scale 1/8" = 1'-0"





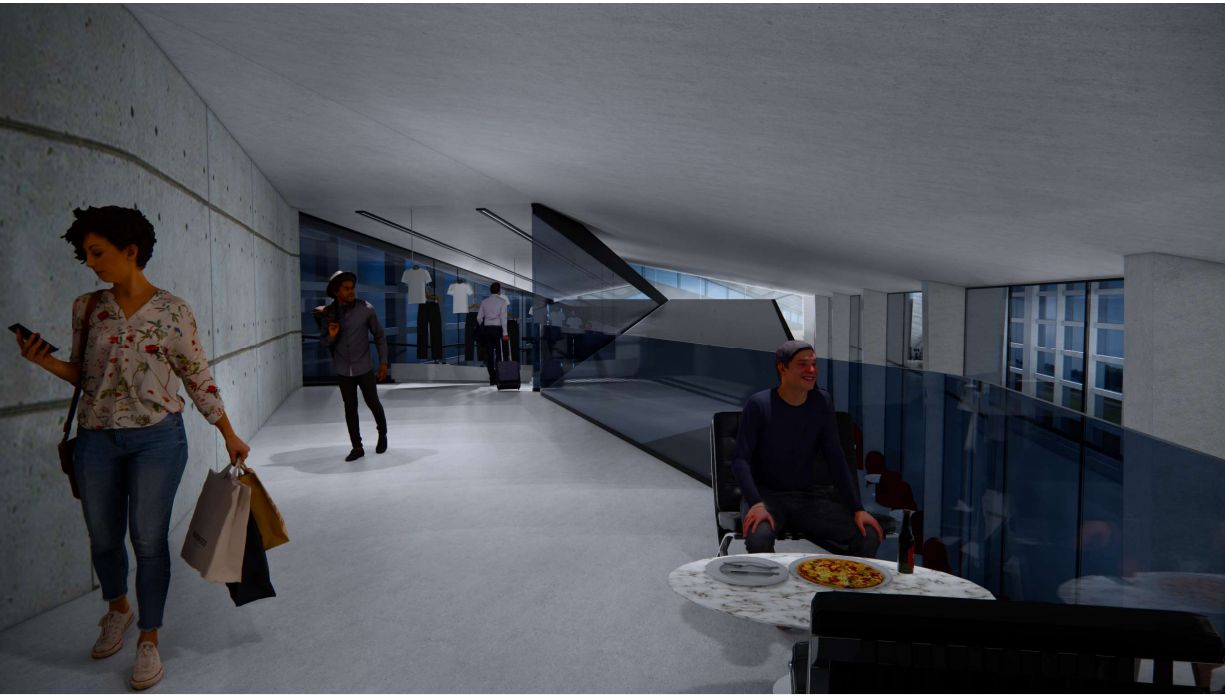
 **COMME des GARÇONS**
Reception and Lobby




 **COMME des GARÇONS**
Retail Lower Ramp





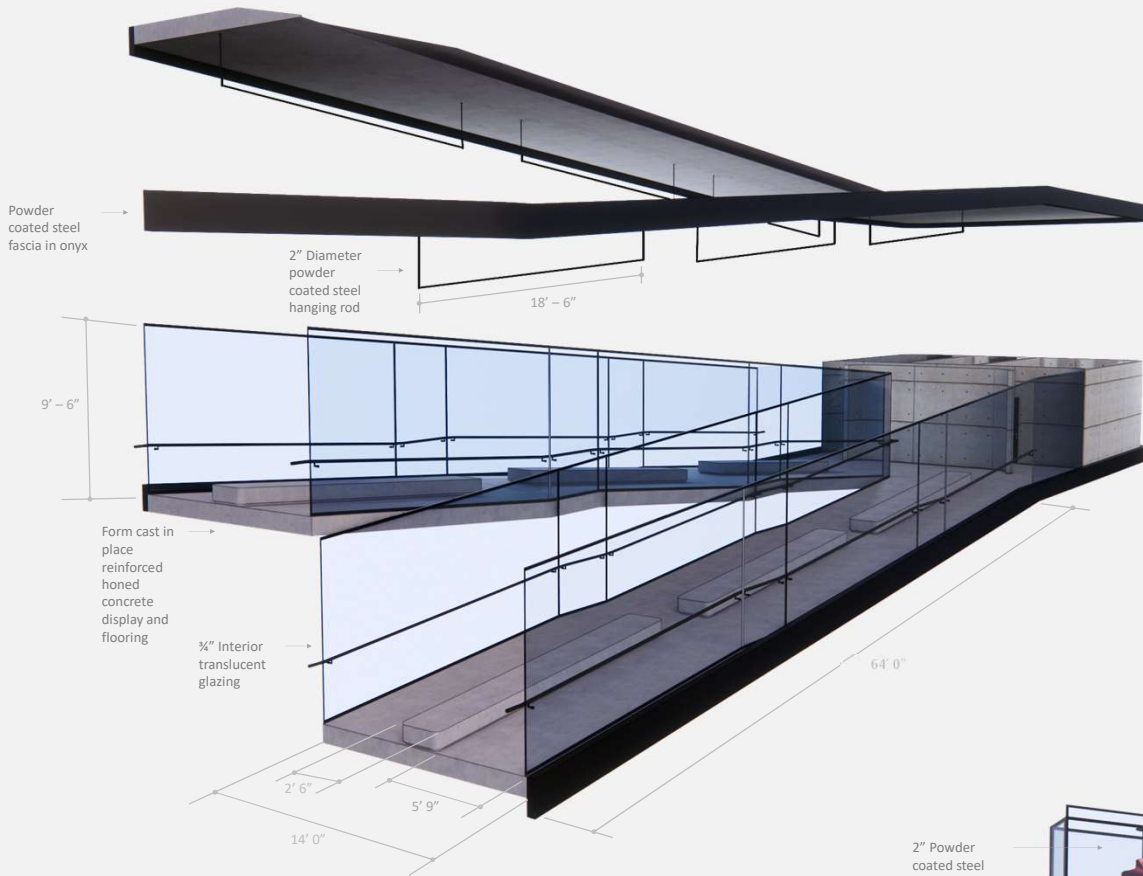


 **COMME des GARÇONS**
Lounge



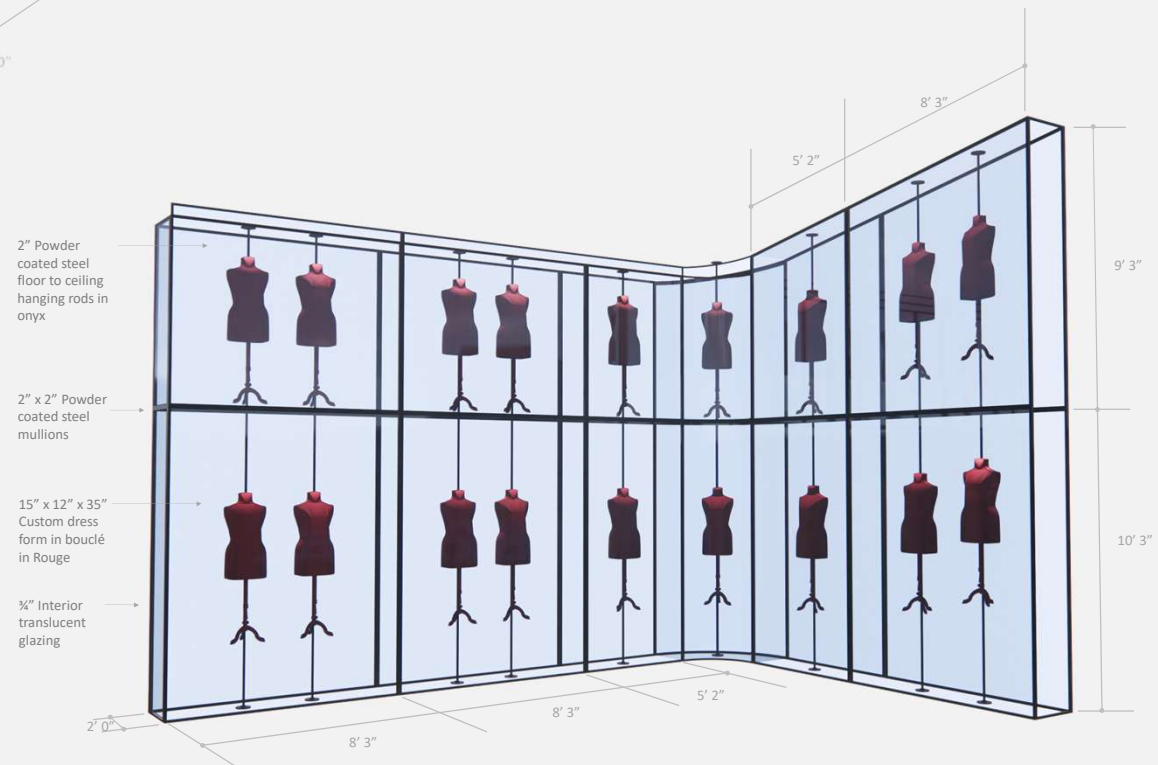
 **COMME des GARÇONS**
Retail Wall Display





Retail Ramp Display

Retail Wall Display





Barcelona chair



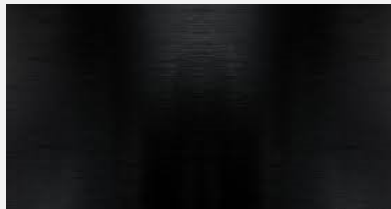
Saarinen coffee and dining
tables



Panton chair



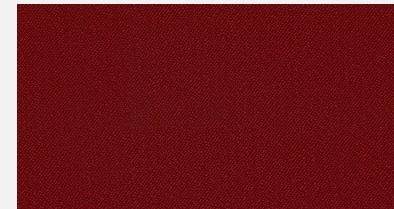
Interior translucent glass



Powder-coated stainless
steel in onyx



Cast in place reinforce
concrete



Boucle fabric in Rouge



Cast in place reinforced
form concrete

Saarin Side Tables
Eero Saarinen



SAAIRIN COFFEE AND END TABLES In his purest approach to architecture and interior design, Eero Saarinen sought the essential and reduced it to the most effective structural solution within an overall unity of design. "The underside of typical chairs and tables makes a confusing, unrefined world," explained Saarinen. "I wanted to clear up the state of things in his postwar collection, which includes a dining table and side table. Saarinen realized his ideal of formal unity. The tables are available with veneer, laminates, or marble tops with a base in black, white or the new aluminum Anodized finish.

EERO SAARIN'S Son of the celebrated architect Eliel Saarinen, Eero was classically trained in sculpture and architecture. His collaboration with Charles Eames in 1947 led to the creation of the Original Armchair. Made from plywood and foam rubber, it was the first three-dimensional shaped bucket armchair. Saarinen continued to develop this theme in the following years with designs that included the Grasshopper, Worms and Tube chairs, as he did. Among the many buildings for which he is known are Dulles Airport in Washington, D.C., and the TWA terminal at Kennedy International Airport in New York.



KnollStudio



Panton Chair
Verner Panton, 1967

vitra.



Barcelon Chair

The Panton Chair is a classic in the history of furniture design. Conceived by Verner Panton in 1967, the chair was developed for serial production in collaboration with Vitra. It was the first chair to be manufactured completely out of plastic in one single piece. Since its introduction to the market, it has advanced through several production phases. One such phase had it been possible to produce the chair in combination with its original conception - out of durable, shaped through plastic with a hollow back.

The comfort of this chair results from the combination of a cushion structure with an anthropometric shape and a slightly flexible material. It can be used individually or in groups and is suited to indoor and outdoor environments. The Panton Chair has received numerous international design awards and is representative of the collection of many prominent designers. Its expressive shape has made it an icon of the twentieth century.

Barcelon

Material: Steel through anodized aluminum. Backrest: Also made of anodized aluminum. Note: Special edition with the help of custom-made 3D printers. From the chair is expected to be produced in parallel periods, the number may change over time. We recommend limited exposure to sunlight.

Dimensions



Barcelon Chair

Additional Views

www.vitra.com

Barcelona Chair and Stool
Ludwig Mies van der Rohe



BARCELONA CHAIR AND STOOL Created by Ludwig Mies van der Rohe for his 1929 German Pavilion at the International Exhibition in Barcelona, the Barcelona Collection's pure composition aims to epitomize Modern architecture. From the hand-finished stainless or chrome frame to the individual leather uppers carefully vented together, each Barcelona piece is a tribute to traditional craftsmanship and meticulous attention to detail. In addition to the chair and stool, the collection also includes a couch and a stool with black overleather, as well as a child-scale version of the iconic chair.

LUDWIG MIES VAN DER ROHE "Architecture is a language; when you are very good you can't see a point," wrote the acclaimed architect and Bauhaus director. As a leading Modernist architect and furniture designer, Mies elevated industrial-age materials to an art form. His steel-framed buildings with large-scale glazing, like the Seagram Building in New York (1958) and the Nationalgalerie in Berlin (1968), are landmarks of Modern architecture.



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