

# MICHIKOKOSHINO

Spring / Summer 2020

## About the Collection

Contemporary silhouettes and aesthetically designed detailing are prominent within Michiko Koshino's SS20 collection. The brand is instantly recognisable through its DNA and is noticeable from the fits and volumes. SS20 portrays Michiko's brand emerging into a slightly more versed mind-set with products that appear softer and less adventuresome than may be expected.

A veteran of the London fashion industry, Michiko's collections have previously sought inspiration and references from the most irreverent and the unusual.

Decades of inspiration have led to decades of success. Michiko's collections have used fabrics and storytelling to raise questions about identity, distribution of power and various social and cultural discourses.

In a world where content is developed and discarded faster than ever, there is a thin line between inspiration and imitation. As a reaction to this, Michiko's only inspiration is the evolution of her brand and yet this collection unintentionally reflects the overall sentiment of our current culture.

The progress of Michiko's work illustrates key pieces being redeveloped to a modern audience who desire ready-to-wear products. This includes polo shirts and knitwear, which are prominently crafted in highly fine materials. Michiko's team researched to uncover the finest Italian fabrics. The collection is made up of cotton, nylon, silk and mixed-fibre fabrics. Many colours used in this collection are on-brand for Michiko but with a softer-approach. The colour palette includes: white, sand, mud, pastel prints and khaki tones, which make for stand-out yet wearable garments.

In an attempt to overcome the seasonal timeline and constraints of the industry, this collection fuses womenswear and menswear without any particular garment being androgynous. Each item is shaped specifically for men and for women, keeping the fits clear and differentiated.

Despite exploring a new brand evolution, which has resulted in some calm and clean aesthetics, the very essence of Michiko Koshino means the collection remains contemporary.

---

### Textures

Cotton, nylon, silk and mix-fibre material

---

### Colour Palette

Off-white, sand, multi-toned khakis, mud, camouflage, pastel toned prints, black and white

## About Michiko Koshino

Respected by London's fashion community as one of the industry's original innovators, Michiko Koshino was among the wave of Japanese talent to descend into Europe during the early 80's, bringing with them an entirely new way of thinking.

London has since remained as the perfect backdrop to Michiko Koshino's cool and thought-provoking outlook on design, which is forever changing.

Attaining both cult and commercial success with previous collections, Yen Jeans, Motorking and Michiko London, Michiko is continuously striving to evolve her brand with commercial acronym and a softer aesthetic. For SS20 the collection was manufactured and made in Italy.

---

## Credits

### Art Direction

Riccardo

### Character Design

Baris Kareli

### Set Design

Tony Hornecker

---

## Media Relations Contact

For all press enquiries regarding Michiko Koshino, please contact:

MAY | [media@mayconcepts.com](mailto:media@mayconcepts.com) | +44 (0)20 3724 4177

**LONDON  
FASHION  
WEEK  
MEN'S**