



Onitsuka Tiger Spring Summer 2023 Collection



Japanese fashion brand Onitsuka Tiger continues to present a contemporary collection that combines fashion with sports, and heritage with innovation.

The theme of Onitsuka Tiger Spring Summer 2023 Collection is Japanese minimalism. Under the direction of creative director Andrea Pompilio, this collection combines innovative forms with heritage and expresses the pinnacle of beauty through a subtractive aesthetic that strips away what is not necessary.

The theme is continued in the campaign visuals, which sublimate minimalism by contrasting multiple juxtaposed elements, such as silhouettes and space, sky and building colors, and geometric backgrounds and spheres. Furthermore, the gigantic ball that suddenly appears like an installation is even artistic.

Andrea describes the campaign this way - "In order to draw attention to the collection's details, form and artistic minimalism, and to make the contrast with the elegant silhouette stand out, the model was intentionally kept out of full



view and the background was kept simple. In addition, the contrast between the sky and the gigantic ball was created as if it were an installation by giving the gigantic ball an artistic feel. By creating a space like an art gallery, we created a connection between models and art."

This collection is defined by details that turn the simplest garments into design objects. All pieces of apparel are made in Japan, with a flowing silhouette, strong in its active heritage, and attention to detail, starting with the embroidered logo with a zigzag stitch, as well as decorative seams on the hems. The body shape is the focus of the creative development and is redesigned with constructions borrowed from Japanese culture. The long drawstrings, for example, transform oversize georgette t-shirts into embossed tops or sculpt skirts of Japanese nylon with pleats that recall the hakama worn by kyūdō archers. The kimono also appears here and there: among the cuts of the long, wide, fluttering sleeves of blouses, or more clearly in the draperies of a logoed beach towel assembled onto a tank top.

Pompilio also puts the focus on the back of the looks that lose their two-dimensionality to acquire unexpected and three-dimensional volume: in addition to the drawstrings that redefine the silhouette, the dresses that can be taken apart, and the jackets that can be worn with capes borrowed from trench coats, the designer introduces little dresses with rucksack-pockets incorporated on the back. For the color palette, black and white are the narrative, but interrupted by the signature yellow and shiso green, inspired by the bright color of Japanese basil leaves.

Shoes and accessories are also impactful. The iconic SERRANO™ shoes have boldly printed graphic motifs reminiscent of tiger scratches and renewed as the TIRRACK™ model. The Japanese setta-inspired leather flip-flops are made in Japan, and the SCLAW™ and the SCLAW™ MT models, featuring details like drivers, both high and low, are the season's new shoes: nimble yet high-performing. The baseball cap, mixed with the typical sun shields often used by Japanese people, has a brim on both the front and back and can be worn on either side. The bags embroidered with the logo and the Claw Stripes, inspired by a bowling bag, are available in three sizes, including a micro size.

The show, which was held during the Milan Fashion Week in September 2022, featured headphones designed in collaboration with Bang & Olufsen, a world-renowned manufacturer of audio equipment founded in Denmark in 1925. Following this collaboration, the two companies have come together again to launch special earphones, which are available only in selected countries.

Onitsuka Tiger Spring & Summer 2023 Collection items will arrive in-stores from February 2023 at Onitsuka Tiger Store Plaza Indonesia, Beachwalk Bali, Deli Park Medan, Kota Kasablanka, Plaza Senayan, Pondok Indah Mall, Pakuwon Mall Surabaya, Paskal 23 Bandung.

Official Website : <https://www.onitsukatiger.com/id/en-id/mk/SS23>

Onitsuka
Tiger





ITEM : COAT
ITEM CODE : 2181A781
PRICE : 13,000,000
COLOR : BLACK



ITEM : HOODIE
ITEM CODE : 2183B110
PRICE : 6,300,000
COLOR : BLACK/WHITE/
LIGHT GREEN/LIGHT BLUE



ITEM : PANTS
ITEM CODE : 2181A782
PRICE : 5,400,000
COLOR : BLACK/WHITE/
LIGHT GREEN/LIGHT BLUE



ITEM : WS TOPS
ITEM CODE : 2182A985
PRICE : 4,100,000
COLOR : BLACK/WHITE/GREEN/BLUE
GRAY



ITEM : WS VEST
ITEM CODE : 2182A982
PRICE : 16,000,000
COLOR : BLACK/WHITE



ITEM : WS SKIRT
ITEM CODE : 2182A955
PRICE : 3,000,000
COLOR : BLACK/WHITE

Onitsuka
Tiger



ITEM : TIRRACK
ITEM CODE : 1183C057
PRICE : 2,600,000
COLOR : 020 GRAPHITE GREY/BLACK
100 WHITE/BIRCH
SIZE : 22.5-29.0,30.0,31.0cm



ITEM : SCLAW
ITEM CODE : 1183B969
PRICE : 2,600,000
COLOR : 001 BLACK/WHITE
100 WHITE/BLACK
SIZE : 22.5-29.0,30.0,31.0cm



ITEM : SCLAW MT
ITEM CODE : 1183C061
PRICE : 2,600,000
COLOR : 001 BLACK/WHITE
100 WHITE/TIGER YELLOW
SIZE : 22.5-29.0,30.0,31.0cm



ITEM : TIGER SETTA NM
ITEM CODE : 1183C155
PRICE : 5,900,000
COLOR : 001 BLACK/BLACK
100 WHITE/WHITE
SIZE : 23.0,24.0,25.0,26.0,27.0,28.0cm



ITEM : SMALL SHOULDER BAG
ITEM CODE : 3183A917
PRICE : 4,100,000
COLOR : 001 BLACK



■Onitsuka Tiger

Onitsuka Tiger creates sports inspired fashion in the pursuit of ultimate comfort and innovative design. The style symbolizes our respect to our heritage and our admiration for refined and contemporary creative styles. Innovative technologies in our products lie where the eyes cannot see. Our full line of products is one of a kind from head to toe. They come to life through craftsmanship that obsesses over quality and detail. We answer the cravings of those who look for a "new luxury" by introducing them to an entirely new value system.

■Andrea Pompilio

Onitsuka Tiger Creative Director

Born in Italy, Andrea grew up in a highly creative environment: his father being an architect, his mother a painter, and his grandmother ran a boutique, and had a dream to be a fashion designer when he was a child. He graduated from Pesaro's Art Institute and then moved to Milan to study at Istituto Marangon where he obtained the fashion design master's degree. After gaining experience with various renowned brands, he presented his signature brand in AW 2011. Then, after collaborating with Onitsuka Tiger, Andrea became their creative director and has been in this position ever since.

■Bang & Olufsen

Founded in Denmark in 1925, Bang & Olufsen's corporate philosophy is to "always inspire the customer with a magical experience," and the company has created numerous products that combine solid technology with craftsmanship, timeless design and ergonomic comfort. The permanent collection at the Museum of Modern Art (MoMA) in New York contains 18 products, and Bang & Olufsen has been acclaimed by many as an "audio-visual brand pursuing functional beauty."

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HISTORY OF THE BRAND

Japanese fashion brand Onitsuka Tiger continues to present a contemporary collection that combines fashion with sports, and heritage with innovation. In 1949, Kihachiro Onitsuka established Onitsuka Co., Ltd., the forerunner of ASICS. The brand began with a commitment to promoting youth health, and since then, the Onitsuka Tiger Stripes have become synonymous with one of the most world-renowned athletic brands. The legend lives on today in the fusion of Japanese heritage and modern flair. With designs ranging from updated classic silhouettes to refreshing new styles and collaborations with like-minded artists and cultural connoisseurs, the spirit of Japan resonates in each new collection of Onitsuka Tiger shoes, apparel and accessories.

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The stripe design featured on the sides of the Onitsuka Tiger shoes is a registered trademark of ASICS Corporation.