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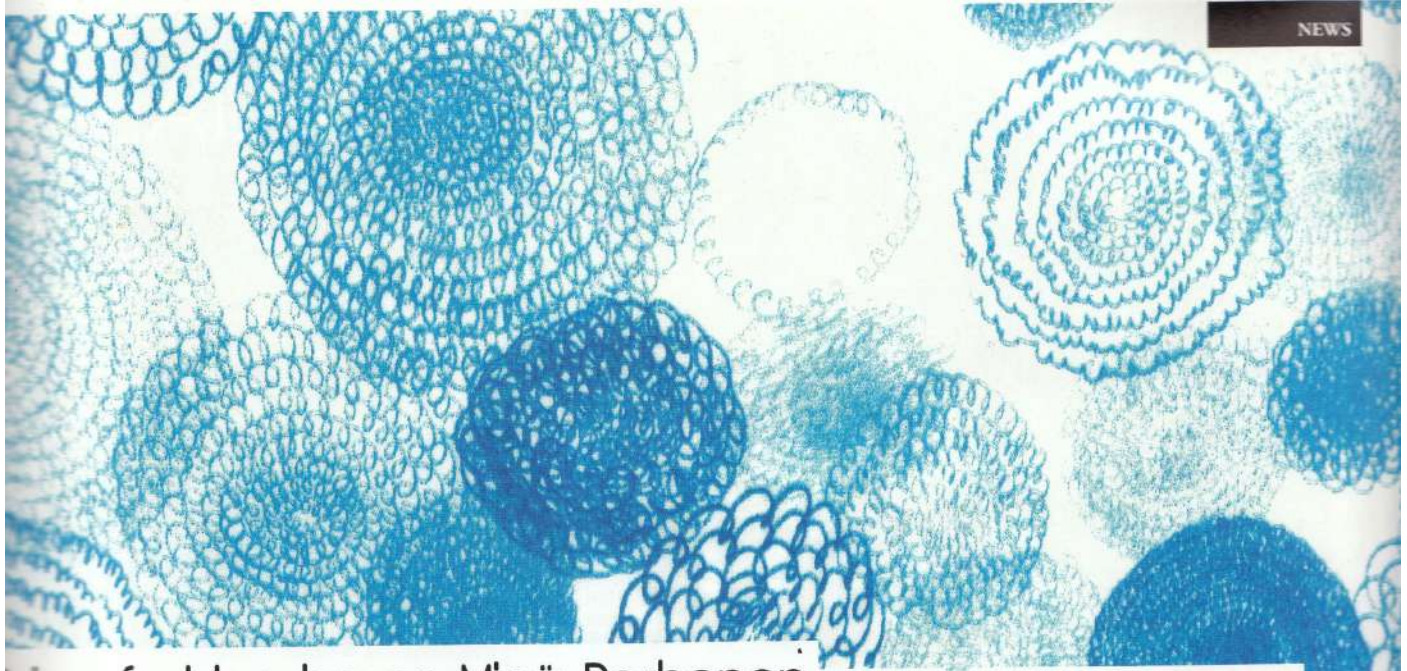
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NEWS

Tokyo fashion house Minä Perhonen is launching

clothes decorated with sketches inspired by natural imagery for its Spring/Summer 2007 collection.

Minä Perhonen founder Akira Minagawa, whose practice combines clothing with illustration, conceived 30 new patterns for the collection, including rainbows, flowers and raindrops landing in a puddle.

The patterns, used on both men's and women's clothes, are printed, embroidered, woven or knitted onto various fabrics. Rain Chukka – a printed sketch of water ripples – appears on a dress, bag and leggings. Necco – an embroidered illustration of a cat smelling a star-shaped flower – has been used to make a dress, skirt and blouse.

“For me, the first stage of creating a collection is to sketch patterns,” says Minagawa, who was heavily influenced by his travels in Finland. “The style of my clothes

and patterns comes from a deep attachment to the place,” he says. Minä Perhonen means “I Butterfly” in Finnish.

The collection was launched in Paris on a catwalk designed by local practice Dorell Ghotmeh Tane Architects. The stage was adorned with 250 flowers made out of Rain Chukka fabric attached to steel stalks that swayed as the models walked past. “He wanted the models to be walking in an imaginary landscape,” says partner Tsuyoshi Tane. “To contrast the innocence of the scene, the noise of Tokyo street carnival music was played in the background.”

Although Minä Perhonen is primarily a fashion house, a selection of patterns from previous collections is available by the metre. Danish manufacturer Fritz Hansen has used them to upholster Arne Jacobsen's legendary Egg and Swan chairs. ANNA BATES

www.mina-perhonen.jp

Top: Rain Chukka fabric
Left: Catwalk for the Spring/Summer 2007 collection
Bottom left: Neighbourhood pattern from Spring/Summer 2006 collection
Below: Necco with embroidered cat pattern

