

Japan Brand Program

Fashion Design ~ Harmony of the latest technology and tradition

Schedule : May 13 to May 20, 2016 Site : Oman, U.A.E. (Dubai)

■ Dispatched expert



Tamae Hirokawa SOMA DESIGN Creative Director/Designer

Created "Soma Designs" in 2006.

Participated in the Spring/Summer Tokyo Collection Week from 2007.

Released a body wear series called 'Skin' by the concept of "the possibilities of apparel for a body", and "Kimono Couture" by the concept of an epoch-making Japanese attire.

She has been active in the wide range of worlds such as collaboration with the motor company and the interior furniture manufacturer.

■ Review of activities

Oman



Lecture at the Ambassador's residence



Lecture at Higher College of Technology



Lecture at Scientific College of Design



Media interview on The Week and Muscat Daily

● Dubai



Lecture at ESMOD Dubai



Continued enthusiastic questions from students

■ Achievements Ms. Hirokawa, a fashion designer receiving high evaluation from overseas countries for "Skin Series" worn by Madonna and Lady Gaga, introduced the latest new fashion design through digital technologies and conducted workshops using traditional Kimono cloth in Oman, Dubai. They were accepted with strong interest by local fashion designers who make fashion by adding modern elements to traditional wardrobe. In the lecture for students who study fashion, many questions continued earnestly about fashion design for blending Japanese tradition and modern technologies. Furthermore, many local media interviewed her and it was the event to expand future possible business with active many opinion exchanged about the possibility of organizing future exhibitions in collaboration with art galleries.