

## Philosophy

DUREN is a Japanese luxury handbag line founded by Masaki Matsukawa and designed by Kohei Okamoto. The brand has developed a very unique material, "crinkle leather". The combination of the leather's softness with the unique aluminum-like texture gives to DUREN handbags a really special spirit. Indeed, rather than being ordinary, DUREN restlessly aims to create innovative and interesting designs. Although the brand originally derives from the concept of virility, it aims to offer an androgynous and yet classic touch to its products.

## Story of DUREN

Launched first in Japan, Fall/Winter 2013.

Introduced in America and Europe from Spring/Summer 2016.

## Masaki Matsukawa / Founder

Born in 1977, Kyoto. After a career as a show model, Matsukawa opened his own boutique, "FR-T" in 2001. Soon after, he associated with Ben Westwood (Vivienne Westwood's son) to launch "Ben Westwood". Restless, he opened another shop in 2010, "ALLE AREA". Over the years, Matsukawa has gained notoriety for developing 100% paper-made jeans, the product of a very specific technic.

## Kohei Okamoto / Designer

Born in 1977, Kyoto. After having graduated from the Osaka Mode Gakuen, Okamoto started to work with the well-known Japanese bag designer Keiko Chihara. In 2005 he started to work independently, launching his very own leather goods brand "KOHEI OKAMOTO". He held his first fashion show at the Roland-Garros French Open in 2008. Barely a year after, he participated to the Ethical Show in Paris and simultaneously launched a small series called "Teenage by Kohei Okamoto", using a patented technology of sew wood. His collaboration with the well-established Sake brewery Kinshi Masamune owed him a nomination at the Good Design Award in 2010. In 2013 Okamoto joined Matsukawa to found Duren.



## Emmanuelle Vernoux

Embroidery designer directing the distinguished "Atelier Vernoux", she has worked for CHANEL, Saint-Laurent, Dior, Louis Vuitton and other famous maisons of embroidery. In May 2016, at the occasion of its 5th birthday, the most famous Japanese beauty shop "Sheiseido The Ginza" displayed one of the artist's masterpiece at the center of the shop's floor : a panel of camellias flowing in a silver river. Duren is the first Japanese brand to achieve a collaboration with Emmanuelle Vernoux.



## Shantell Martin

Graffiti artist living in NY, her artwork "Contemporary Bathquia" is on display with artist Damien Hirst's work (@ Brooklyn Museum of Art). Every since her art appeared in the trendy American TV show "Gossip girl", she has become a cultural icon in the United States. For this season we have also released additionally to the bags, a collection of Max Mara using the artist's design. This represents the artist's first collaborative work with any Japanese brand.

DUREN / DJA



## DJA (David James)

Creative director who has carried out his art direction skills around the high brand world, he is the one who gave to Prada the world's attention from 1988 until now, especially with the launching of the brand's most famous apparel line. Apart from Prada, he has also worked with Raff Simons, Alexander McQueen, Jill Sander, Christopher Kane, Dior, Chloe, Phillip Lim, Zara. Duren is the first Japanese brand to achieve a collaboration with David James.