

❖❖ YELLOWS PLUS

ReCOLLECTION 2024





ReCOLLECTION

想起すること。
イエロズプラスが培ってきた“らしさ”、
そして、そこから生まれる新しい“らしさ”のために。
これまでのことを思い起こしながら、これからのを考える。
それがイエロズプラスの“コレクション”です。

—
To recall.
To recall the identity of Yellows Plus has built up
so far and to think of coming up new ideas.
Recalling things that have happened in
the past and thinking about the future.
That is the “collection” of YELLOWS PLUS.

2024 “DETAILS”

「装飾」を施すということ。
これまで人々は時代の潮流に合わせて、「装飾」という技巧を用いて様々なものに輝きを与えてきました。
機能美を追求してきたイエロズプラスの「装飾」とはどういうものなのか。
それは、決して華美なものではない。培ってきたデザイン。それと共存する装飾。
身に付ける人自身のための控えめで密やかな、細部に宿るものなのかもしれません。

This defines “Decorating”
Individuals have been in line with trends throughout time, utilizing the finesse of decor.
This has added shine upon many things around us.
What exactly is this functional design that YELLOWS PLUS has been seeking for?
It is not about seeking for something gorgeous.
It is about valuing the design that has been created through time and the decor that co-exists.
Perhaps this is something modest that resides within the one who wears them.



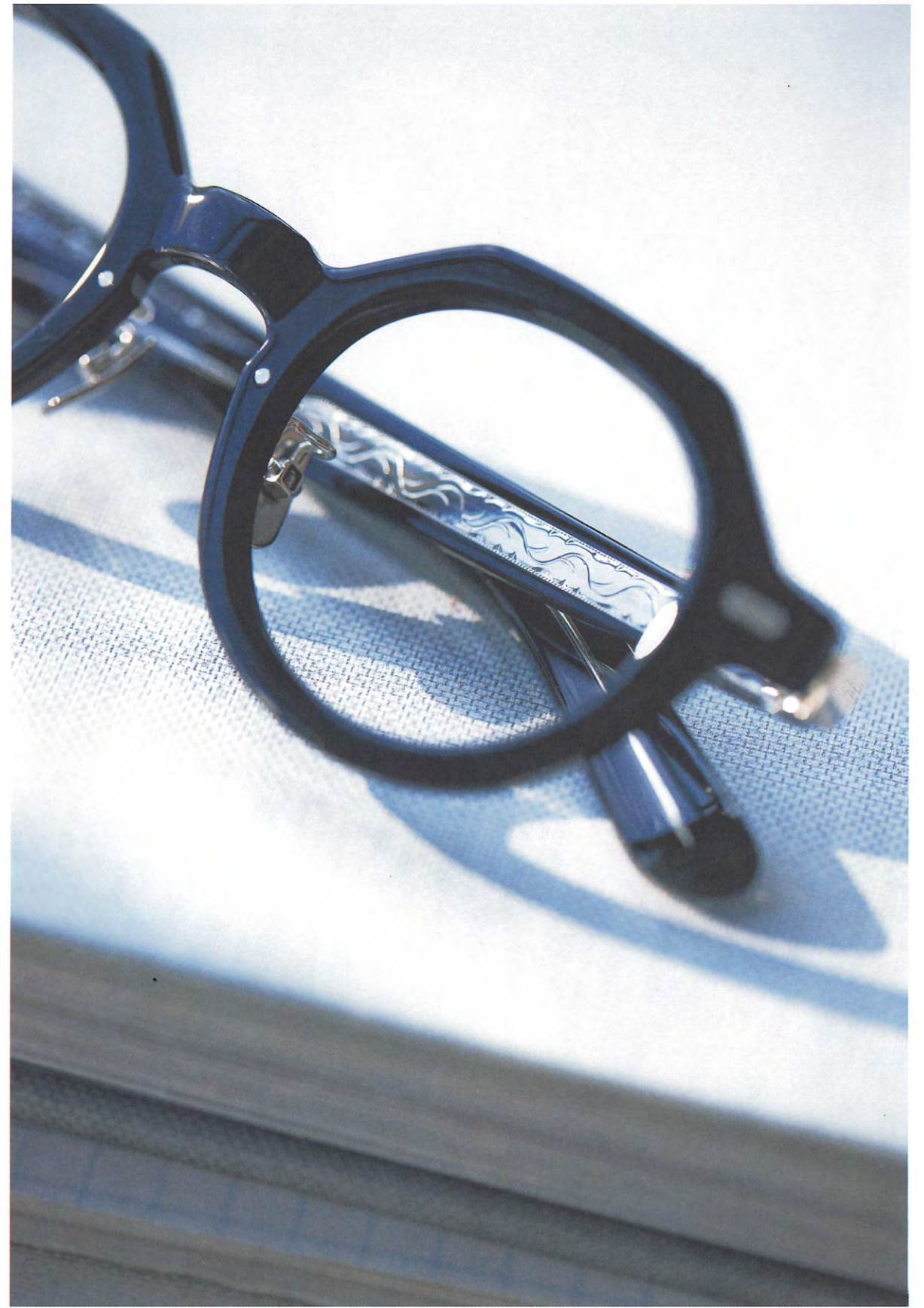
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•• YELLOWS PLUS

Made in Japan

Creative Director : Toshiaki Yamagishi / Photographer : Shinsaku Kato /
Stylist : Maiko Kimura / Hair & Make-up : Momiji Saito (eek) / Model : Emile (WEST), Jule (NÓI) /
Art Direction & Project Management : On-Point Design

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