

Between the Real and the Unreal: Opening Up New Fashion Possibilities

Kunihiko MORINAGA
Designer, Anrealage

We spoke with Kunihiko Morinaga, the designer behind the fashion brand ANREALAGE, about connections between fashion and digital technology-based initiatives, and about the potential that they engender.

Since around 2009, Morinaga has been making clothing using techniques and materials that employ technologies like 3D CAD. In addition, he has been working on preserving the brand's archives in the form of digital data by using 3D tools such as CLO. Morinaga believes that using these new technologies to make clothes will make it easier for people to design their own fashions. For his "DIMENSION" 2022 spring/summer collection, he collaborated with producers of the movie "Belle: The Dragon and the Freckled Princess" (2021) to work on virtual fashion, including participation in Metaverse Fashion Week and NFTs. Morinaga says that these types of efforts to incorporate elements from other media enable creations that cannot be achieved by working in fashion alone.

He adds that participating in the Metaverse makes it possible to change the exclusive fashion industry, but the small number of participants in that type of forum presents a challenge. At the same time that he is expanding his activities into virtual spaces, Morinaga has continued to work on analog fashion, such as the patchwork production that he has engaged in since the time his brand was founded. He has continued to make clothes that follow two axes -- "real" and "unreal"-- because of his ongoing interest in the relationship between clothes and people. In the future, his moving back and forth between digital and analog will likely provide opportunities to generate new beginnings in fashion.