

ANTHONY VIZARD

INDIGO

INNOVATE

SPI to SALES STRATEGY
SOCIAL TO GLOBAL
MILLIONS \$ ANNUALLY

PEERLESS CULT DENIM

“According to Palace, Japanese denim overlord, Evisu is the best denim brand in the world (i-d.vice.com, March 30, 2020)”

My role has contributed more denim business than any designer in Evisu Group history

An interview with Kabushiki Kaisha Sogō



我們特別走訪了 EVISU 的設計師 Anthony Vizard，讓他帶我們更深入了解 EVISU 的牛仔世界，同時分析一下 Denim 熱潮。



S : SOGO A : Anthony

S：您覺得品牌本身有甚麼特點？

A：創辦人山根先生憑藉對製作牛仔褲的認真和執著態度創立了 EVISU，加上日本人的「KAIZEN」態度，令品牌在結合傳統牛仔工藝和幽默感的前提下，不斷向前推進。

S: 可以列舉出一些品牌之最嗎?

A：當然是極富標誌性的 Daicock 圖案，這個大 M 圖案象徵著 EVISU；而我們更運用不同的製作方法，令這個圖案呈現出不同的效果，以不同形象示人。

S：今年 Denim 大熱，EVISU 的產品如何融合於這個潮流趨勢？

A: 品牌一直以來著重「重新發現」和「重新演繹」的精神。今年，我們以黑、白色來演繹常規是藍色的 Denim，再配以 Graphic Print，為大家帶來新鮮感。

S：您覺得 Denim 在時裝潮流中扮演著甚麼角色？

A：自 50 年代開始，Denim 無處不在。它是可塑性極高的布料，無論您用它來做甚麼服飾，它都應付自如。它象徵著年輕、活力、不斷向前推進的精神，在時裝潮流中永不過時。

S：可以用一句說話形容一下您眼中的 Denim 服飾嗎？

A: Denim 是兩面性的東西，既 Classic 又富當代元素。在時裝世界裡，它無處不在，既可融入時裝之中，但又已超越了時裝的生活界限。

S：對於 Denim 的 Mix and Match，您有甚麼建議？

A: 其實 Denim 的配襯完全無限制，只要您對自己的 Style 和選擇的 Item 有信心，您所選的 Denim Item 便會替您表達和演繹您心中所想。

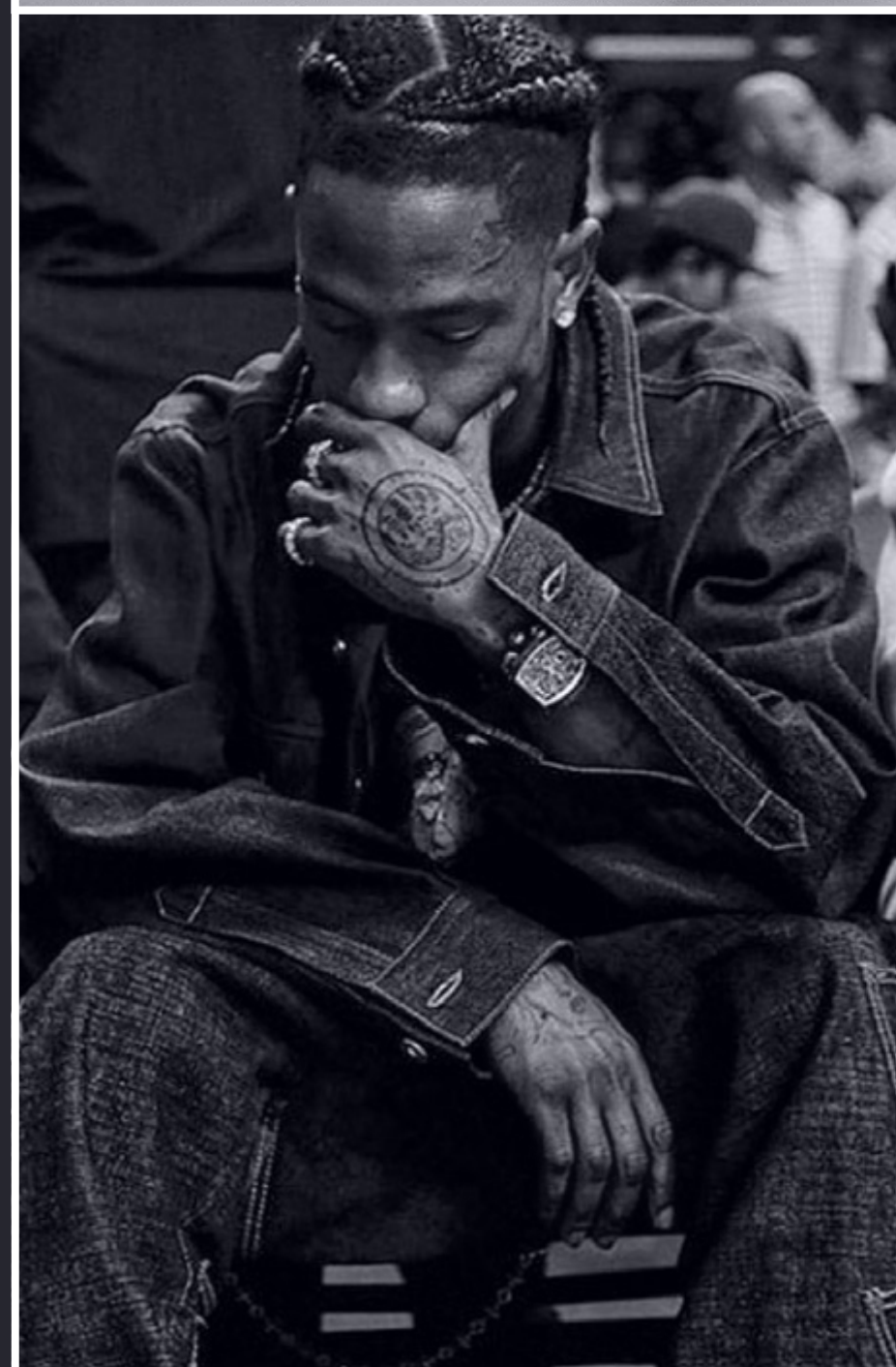
• Feature •

EVISU 的丹寧藝術

1991年，任職裁縫的山根英彥先生在日本大阪創立EVISU。他把傳統古著牛仔褲的基本元素結合起來，開創了優質古著服飾之路。品牌作風大膽而富幽默感，所以很快便受到日本時尚界注意，其知名度更迅速散播到世界各地，激發起全球時尚界的古著牛仔褲熱潮，成為牛仔褲史中的一個經典。近年，EVISU貫徹品牌富創意而努力尋求突破的風格，除了不時推出別注版，更與不同品牌或藝術家推出聯乘系列，每每掀起搶購潮，因而繼續成為時尚界的焦點所在。



Skrillex ft. Justin Bieber/Don Toliver with 28+ million YouTube views

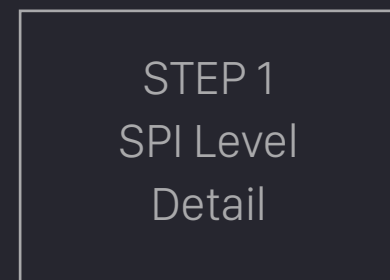


Travis Scott



Leo Mandella (@gullyguyleo)





JEAN STRATEGY

Develop EVISU 2.0

- 1.e. Invent a 100% overlook free jean interior
- 1.v. Invent the jean technical standard
- 1.i. Invent tops technical standards
- 1.s. Establish the core comparison and fit framework
- 1.u. Introduce Japanese waterless washing

Own initiative

CCO request

Own initiative

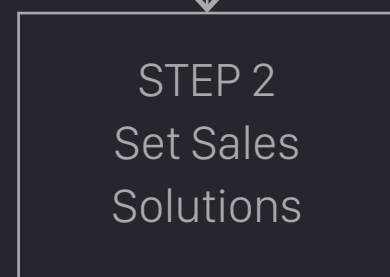
BRANDING STRATEGY

Redefine the denim architecture.

- 2.1 Design/develop a unique brand signature story
- 2.2 Innovate a subtle sign-off solution

CEO request

CSO request



MERCHENDISING STRATEGY

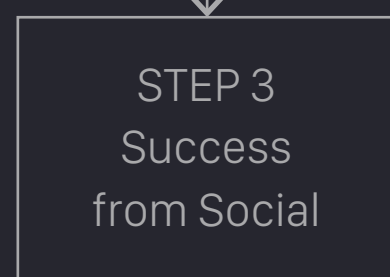
Build a bigger denim business

- 3.1. Hero Heritage, Furure Focus, Raw & Refined
- 3.2. No1 Specials - New No1 - Extend entry offer
- 3.4. Imagine Evisu Editions of 1

Own inititiave

Own inititiave

Own inititiave



DIVERSIFY DENIM

Extrinsic to Intrinsic

MEMETIC MOMENTUM

A-list Style

Own Inititiave

Own inititiave

DENIM STRATEGY

Develop EVISU 2.0

- 1.e. Invent a 100% overlock free jean interior
- 1.v. Invent the jean technical standard
- 1.i. Invent tops technical standards
- 1.s. Establish the core comparison and fit framework
- 1.u. Introduce Japanese waterless washing

I.e. Invent a 100% overlock free jean interior

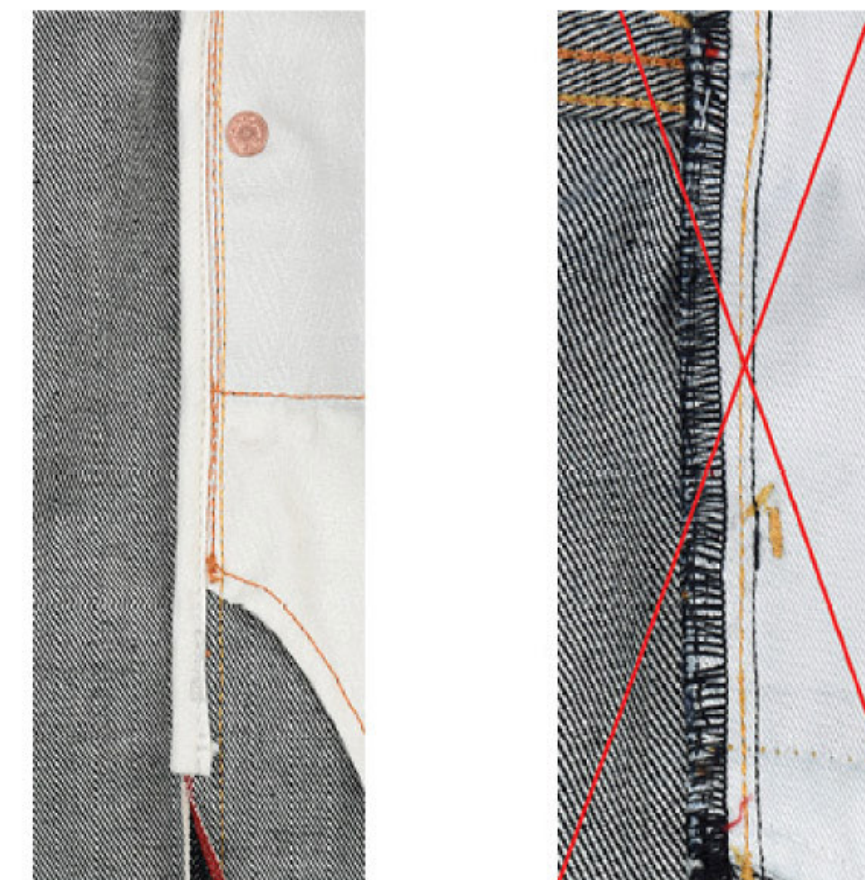
Define & revalue brand assets
Imagine signature identity details that convey craft in every jean made



Re-craft Values. Elevate and Innovative
Unique Selvage Use Underscores Premium Product



MAKING A DIFFERENCE
Add value statements to all jeans
Align craft with the Brands values

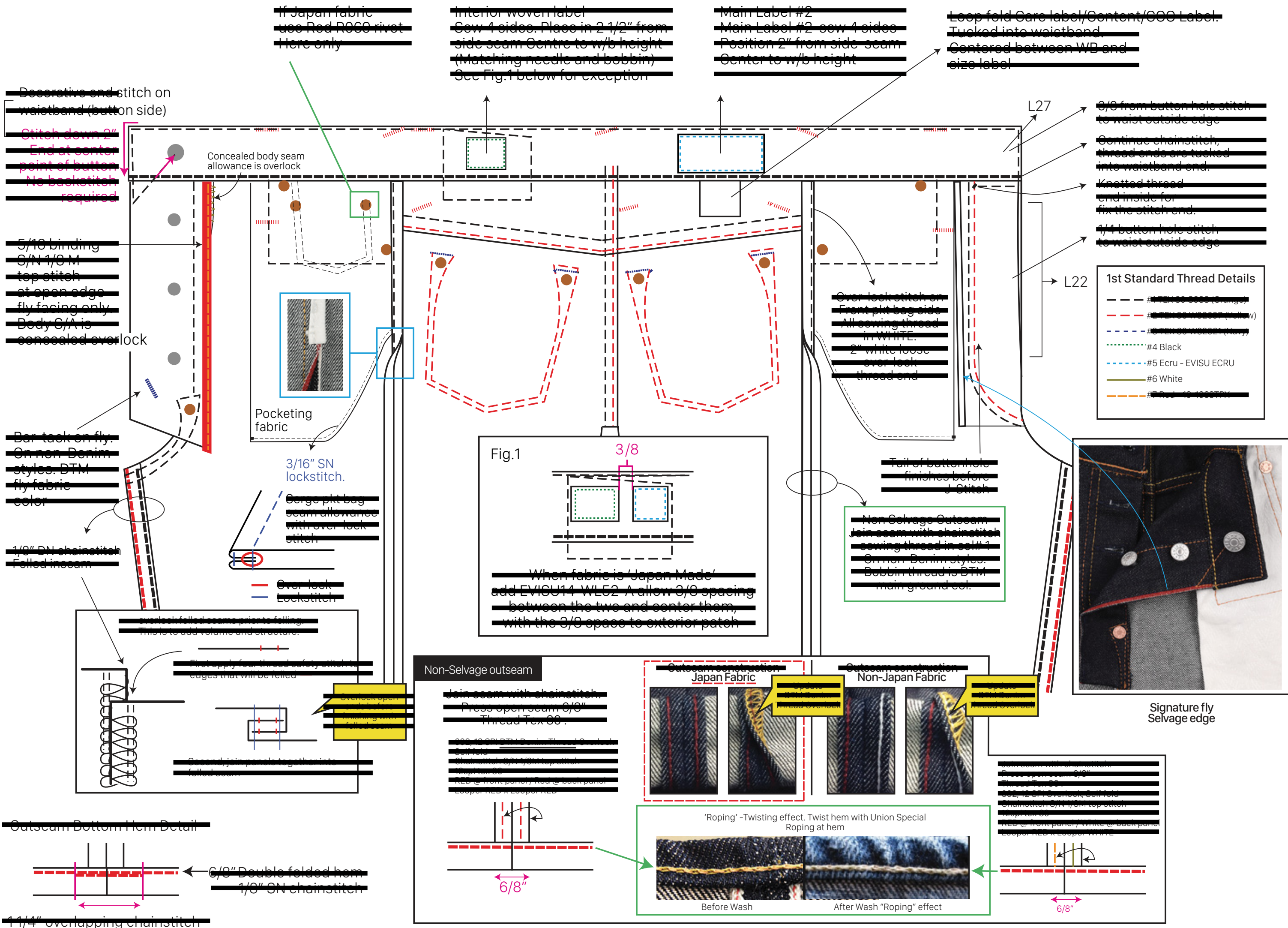


Initiate, Define And Develop The Jean Standard. Standard Since 2012

1.v. Invent the jean technical standard

QUALITY FROM WITHIN

Created the selvage and non-selvage jeans master tech pack construction: details and rules



1.i. Invent tops technical standards

PREMIUM

PDJ02

DENIM UTILITY JACKET

BLOCK: NEW

Fit Outlook ref. See ref image on model. Note model in fit ref pics is 6ft 2+inch. They wear size M tops (38 CHEST).

SIZE	LENGTH	SHOULDER WIDTH	CHEST	WAIST	SLEEVE LENGTH
L	30 25	19 25	46	44 1/8	35 1/2
M	30	19	44 1/8	42 1/2	35

Collar top buttons



#2 Premium Workmanship - Denim

LS067W - Wash version

LP01 - SIGNATURE NYLON WOVEN @ Interior chest pocket

LS02 - BN NYLON WOVEN

LS02-A WOVEN

GUNZELTA TOBACCO 0938

GUNZELTA NAVY / DTM W32021/DTM

EXCLUSIVE SELVAGE RED TBC-2

U-CURVE (DO TEX 105 8-9 SPI

EVSU SHANK 001 22L X 04

EVSU SHANK 001 22L X 17

EVSU SHANK 001 27L X 10

EVSU SHANK 001 27L X 01

POCKETING HALF LINING & SLEEVES

SHALL PRINT 2 TONE LIGHTER XTRA SHY MATT

SHALL PRINT 2 TONE DARKER XTRA SHY MATT

LOOSE LINING

7 3/4

3

3 3/4

1

2 3/4 from front edge

2 3/4

Split yoke with LR & WL grain

Off-set as indicated below

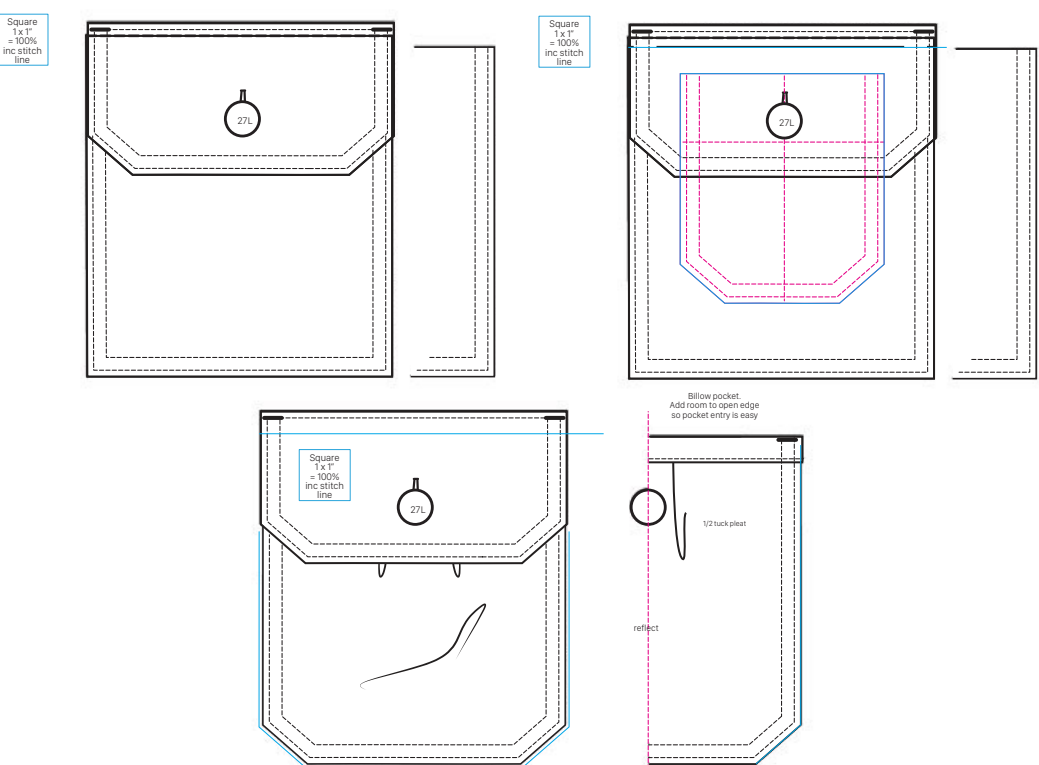
External hanger loop at CB

Edge stitch. Zig-zag ends

Zig-zag through double yoke layer

Zig-zag visible at interior

Square 1x1" = 100% inc stitch line



Square 1x1" = 100% inc stitch line

Blow pocket. Add room to open edge as pocket entry is easy

Square 1x1" = 100% inc stitch line

1/2" back pleat

reflect

BASIC

BDJ01

DENIM JACKET

BLOCK: SHORT BOXY

Fit Outlook ref. See ref image on model. Note model in fit ref pics is 6ft 2+inch. They wear size M tops (38 CHEST).

SIZE	LENGTH	SHOULDER WIDTH	CHEST	WAIST	SLEEVE LENGTH
L	24 1/2	20 1/8	47 1/4	45	35 1/2
M	23 1/2	19	45	42 1/2	34 1/2



#3 Basic Workmanship - Denim

LS067B - LEATHER PATCH

LS02 - BN NYLON WOVEN

GUNZELTA CHARCOAL BLACK

GUNZELTA NAVY / DTM W32021/DTM

DOUBLE ECRU SELVAGE TBC-2

P-CORE (PCI TEX 105 9-10 SPI

EVSU 0018 27L X 11

EVSU R069-B X 02

SHALL PRINT CHARCOAL XTRA SHY MATT

SHALL PRINT BAKER PLASTERED WITH NO GRADING

Yoke below button

Pocket should not be up here

Yoke aligns to top pocket

Low yoke help with boxy outlook proportions

Top of seagull aligns with button hole

To avoid bulk fabric seam 3/8 off-center

Length should not be down here

Side adjuster switch to front

See Ref pic

Interior use DN chainstitch

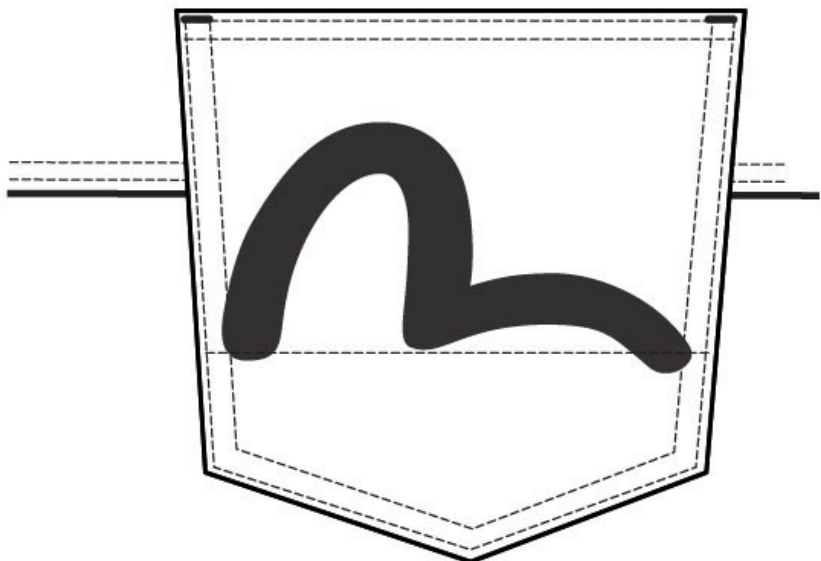
Fell Yoke, Armhole & lower body & CB seam including armhole

Overlock seam allowance separately before joining together with fell seam (except armhole)

Pkt bags. Self fold clean edge. Finish into seams

Chest pockets are oversized and higher than standard

Square 1x1" = 100% inc stitch line



BACIS

BDJ02

ZIP UP DENIM JACKET

BLOCK: BOXY

Fit Outlook ref. See ref image on model. Note model in fit ref pics is 6ft 2+inch. They wear size M tops (38 CHEST).

SIZE	LENGTH	SHOULDER WIDTH	CHEST	WAIST	SLEEVE LENGTH
L	29 1/2	23 1/2	48 3/4	45 3/4	37
M	28 3/4	22 4/4	47 1/4	44	36 1/4

kiss

Visually correct



#3 Basic Workmanship - Denim

LS067B - LEATHER PATCH

LS02 - BN NYLON WOVEN

GUNZELTA CHARCOAL BLACK

GUNZELTA NAVY / DTM W32021/DTM

DOUBLE ECRU SELVAGE TBC-2

P-CORE (PCI TEX 105 9-10 SPI

EVSU 0018 27L X 06

EVSU R069-B X 02

SHALL PRINT CHARCOAL XTRA SHY MATT

SHALL PRINT BAKER PLASTERED WITH NO GRADING

EVSU2PM102

Size 5 Metal Ecu Tape

7 1/2

Pocket should not be up here

Club collar with banana insert

3/8" 5/8"

3" down from shoulder seam stitch out to seam

Align to underarm seam

3/8" self fold interior overlock

3/4" tuck

1 1/2

1 3/4

2 5/8 cuff

5/8" top stitch CB seam interior

3/8" self fold 1/4 side seam

Selvage run across inside edge of interior hem seam

@Interior pocket bag Hem & zip & facing

Back side use pocketing to make thinner

Facing is loose. Held by CF and Welt only

W1 1/4"

S/N stitches to pocket bag only, not to body here

overlock + self fold creating clean finish

S/N

zip with no extra binding

Club style collar With banana insert

2.5

1 1/4

1/4 DN M 5/16

2 1/4

3

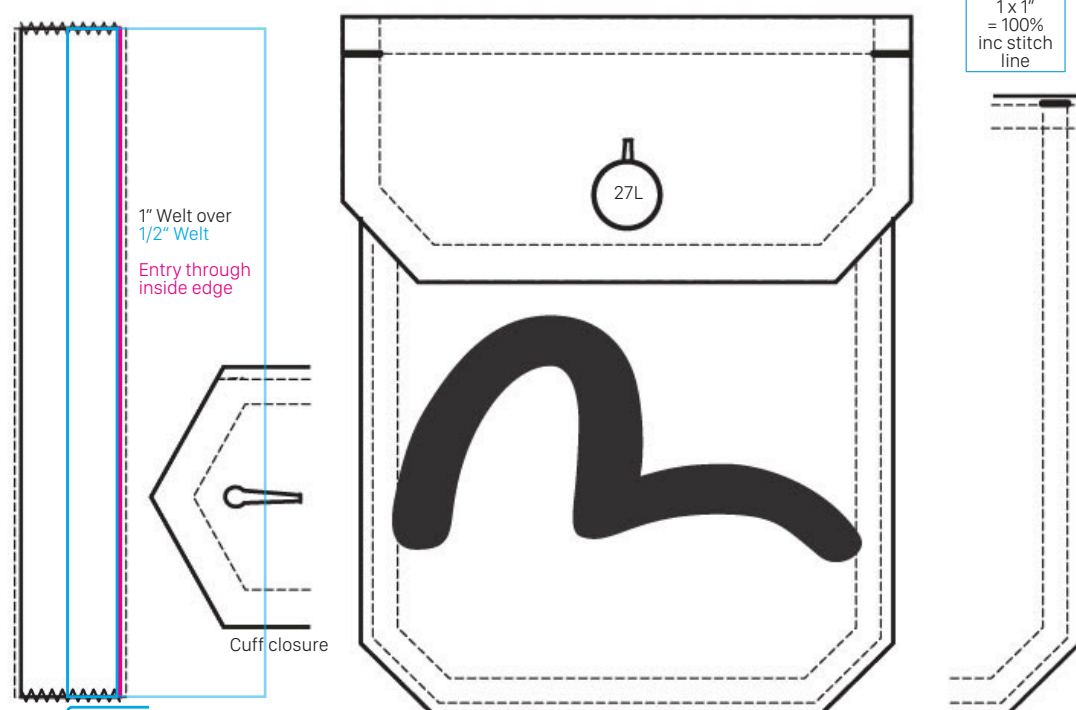
Edge stitch

Under collar construction

Square 1x1" = 100% inc stitch line

1" Welt over 1/2" Welt

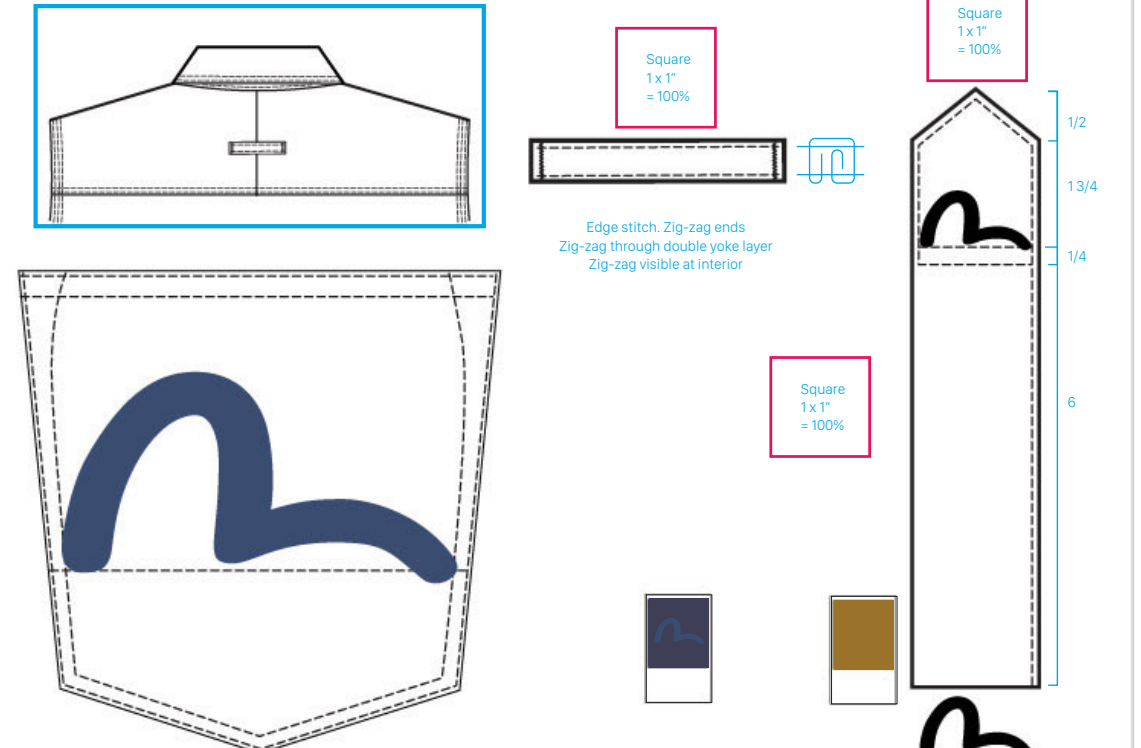
Entry through inside edge



Cuff closure

PREMIUM
PSL01
CONTRAST STITCH
DENIM SHIRT

L5067V - Wash version	LO22-BN NYLON VENEZ TOBACCO INTERIOR	WA-852-A WOVEN TOBACCO INTERIOR	GUNZELTA TOBACCO 0938	WA-852-A WOVEN TOBACCO INTERIOR	GUNZELTA TOBACCO 0938	EXCLUSIVE BELVEDERE TBC-100G	D-CORE (D) 8-9-93	Evisu DOT 22A X 99	POCKETING HALF INCH CREST PKT	2	2

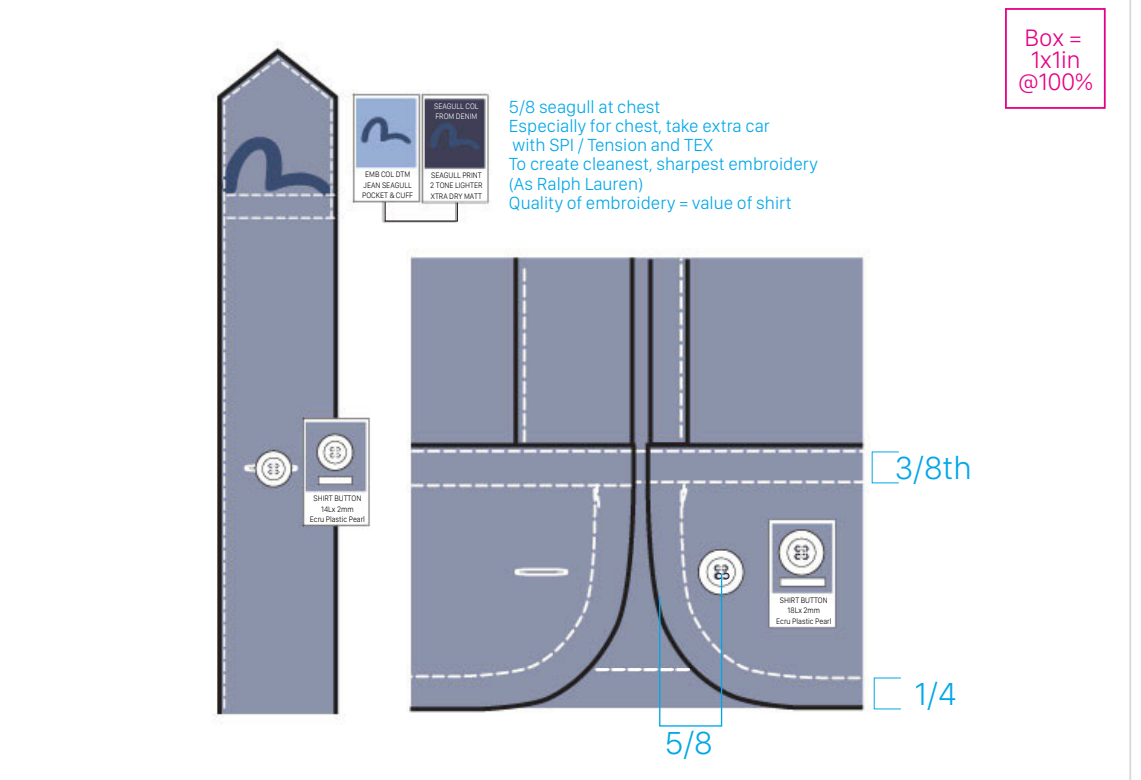


PREMIUM
PSL02
CONTRAST STITCH
BUTTON DOWN
CHAMBERY SHIRT

PSL02

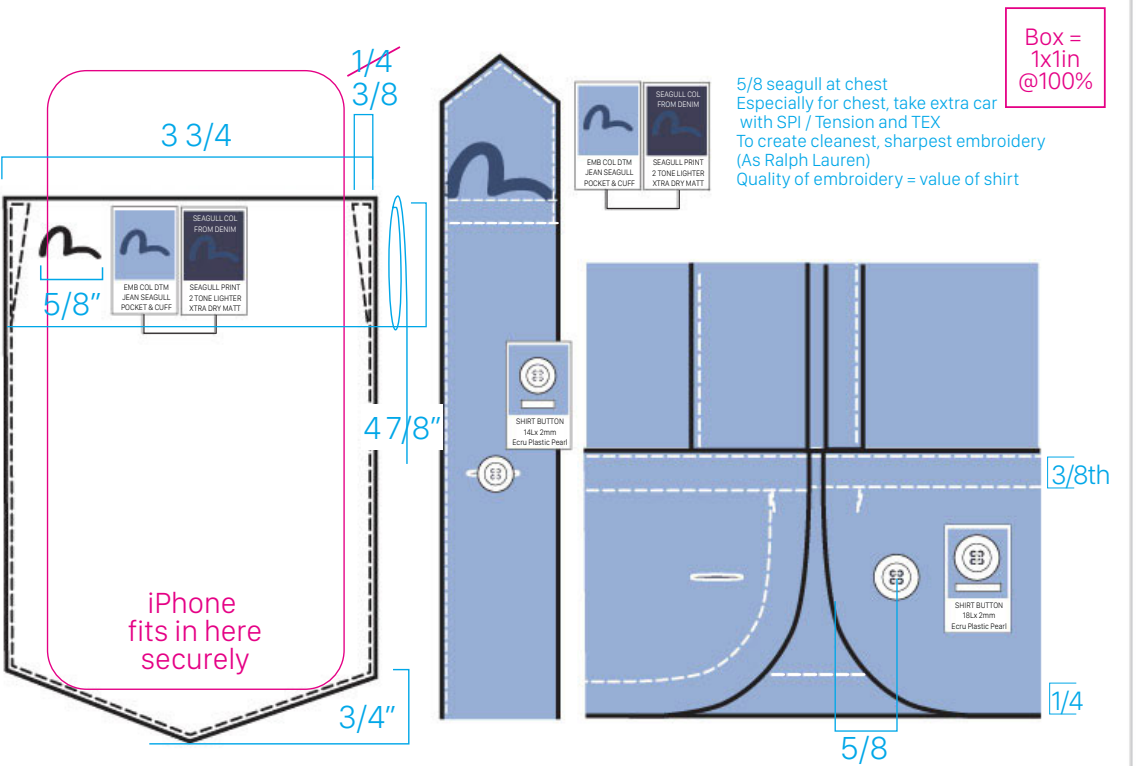
Zero Interlining
zero collar

SHIRT COLO
PIÙM SENSIV

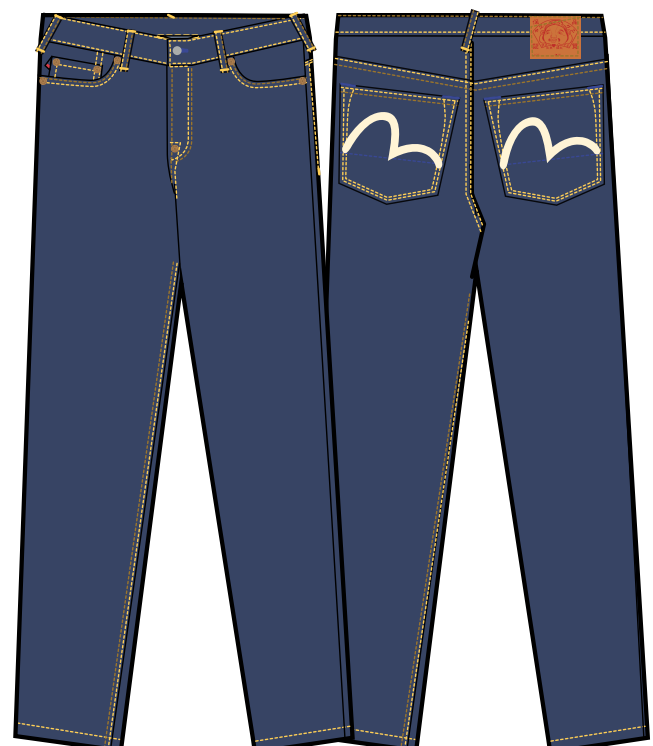
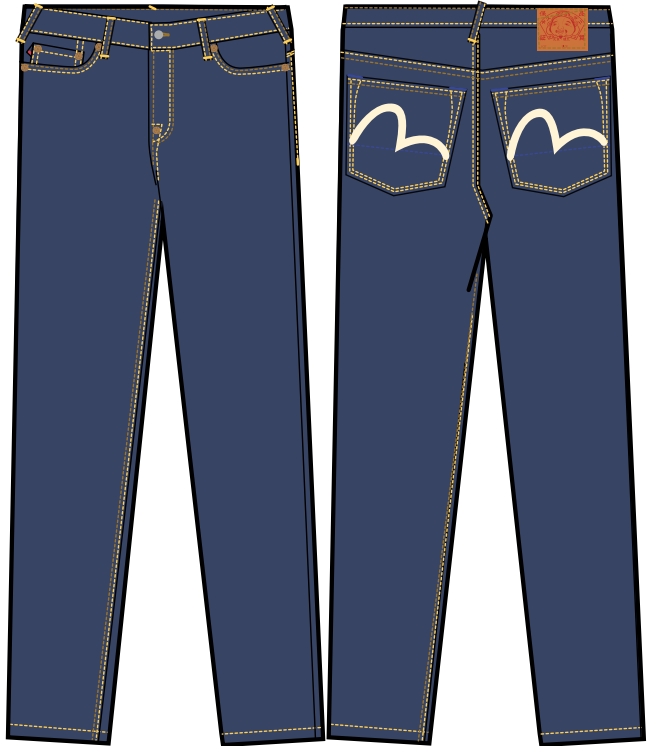
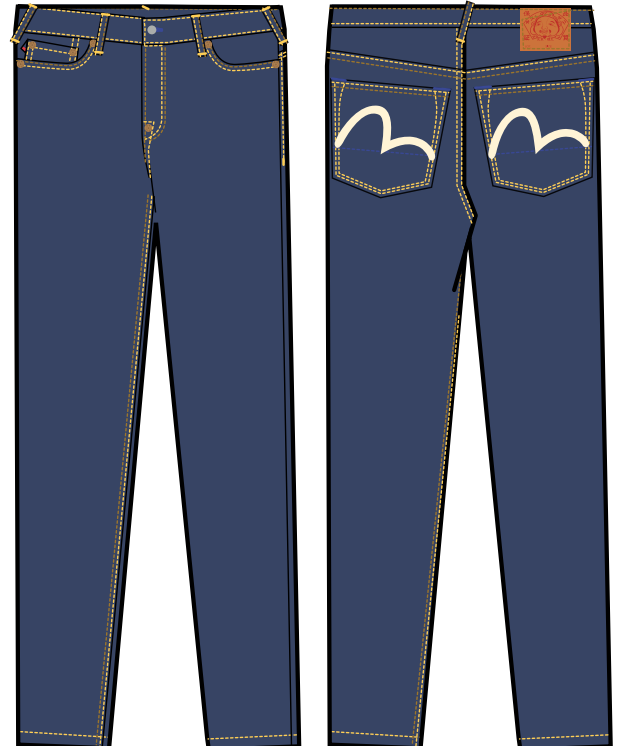
[illegible]

PREMIUM
PSL03
CONTRAST STITCH
OXFORD SHIRT
BLOCK: LOOSE
Style Info: Drop Shoulder

Technical drawing of a long-sleeved shirt, showing front and back views. The front view includes a collar, button placket, chest pocket, and cuffs. The back view shows a yoke and cuffs. Callouts include a red button detail, a "ZERO INTERLINING" label, and a "BAGGAGE CO. FROM DENIM" label.

[illegible]

1.s. Establish the core comparison and fit framework

									
FIT	2000	FIT	2008	FIT	2017	FIT	2010	FIT	2023
Fit outlook	Loose	Fit outlook	Regular	Fit outlook	Taper	Fit outlook	Slim Straight	Fit outlook	Stretch Skinny
1/2 Waist	17 1/4	1/2 Waist	17	1/2 Waist	17 1/4	1/2 Waist	17 1/4	1/2 Waist	17
Front Rise	10	Front Rise	8 3/4	Front Rise	8 5/8	Front Rise	8 3/4	Front Rise	8 3/8
Back Rise	13 1/2	Back Rise	13 1/4	Back Rise	13 3/8	Back Rise	13	Back Rise	12 7/8
J-Stitch Length	7 3/4	J-Stitch Length	8 1/4	J-Stitch Length	8 1/2	J-Stitch Length	8 1/4	J-Stitch Length	8
1/2 Lower hip	21 1/4	1/2 Lower hip	21 1/8	1/2 Lower hip	21 1/4	1/2 Lower hip	20 3/4	1/2 Lower hip	20
1/2 Thigh	12 5/8	1/2 Thigh	12 1/2	1/2 Thigh	12 1/2	1/2 Thigh	12	1/2 Thigh	11 3/4
1/2 Knee	8 1/2	1/2 Knee	8 1/2	1/2 Knee	8 1/4	1/2 Knee	8 1/4	1/2 Knee	7 3/4
Bottom opening	8 1/2	Bottom opening	8	Bottom opening	8 3/4	Bottom opening	7 1/4	Bottom opening	6 3/4

1.u. Introduce Japanese waterless washing

1. GEK: PP Laser type 1
2. Jeanologia: PP Laser type 1
3. Technical crafted waterless “Air Wash”



Deliver 50% cost saving on Japan selvage jeans

Remaking Ametora Japan Denim



Remaking Ametora Japan Denim



BRANDING STRATEGY

Redefine the denim architecture.

- 2.1 Design/develop a unique brand signature story
- 2.2 Innovate a subtle sign-off solution

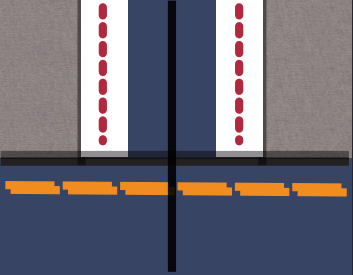
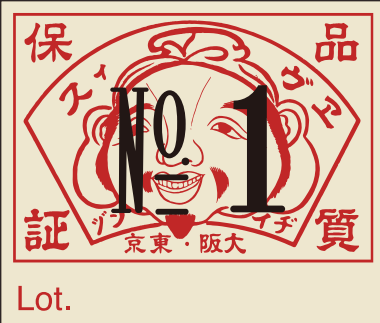
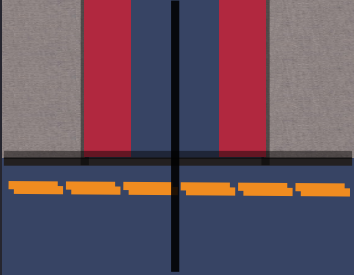
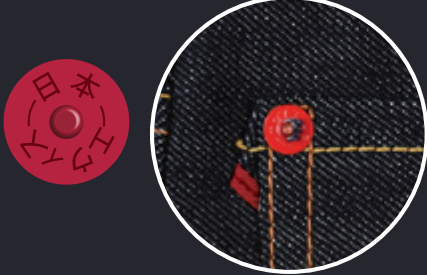
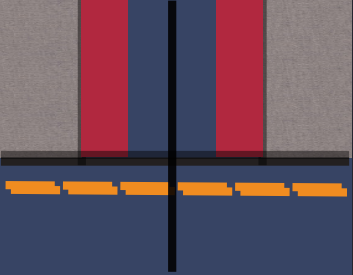
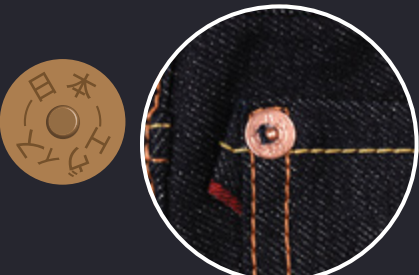
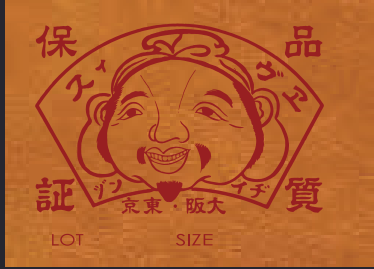
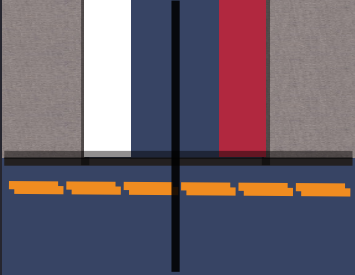
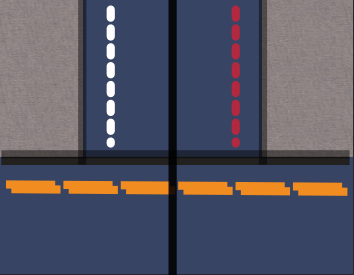
Redefine the denim architecture - Structure a story

EVISU

Amplifying assets - Make the brand denim architecture
Build on 20% and create 80% original, consistent content around fit, fabric and COO

GLOBAL ASSETS

800usd ← → 200usd

PRIVATE STOCK	EVERGREEN HERITAGE			
#1 SPECIAL	#1	#2	#3	
Japan Made Unsanforized  Hand Painted  Lot. #1 Special Canvas Patch  Signature COO label  Standard Selvage  Signature Rivet	Japan Made   Lot. #1 Canvas Patch  Signature COO label  Signature Selvage  1 Signature Rivet & coin pocket	Japan Selvage   #2 Leather Patch  Signature COO label  Signature Selvage  Rivet & signature coin pocket	Non Japan Selvage   Leather Patch  Signature Selvage  Signature Rivet	Non Japan Non Selvage   Leather Patch  Signature Seam  Rivet

2.2 Innovate Brand Sign-off - Familiar Anew

SIGNATURE DETAILS DRIVE VALUE

I created and co-created the ten's (2010-19) versions of the Evisu brands famous seagull sign-off.

Creating the subtle sign-off to extend brand buyability with everyday wearability.

The streamlined edition was created with Scott Morrison (3x1, Earnest Swen, Paper Denim)



BRAND-RIGHT SIGNATURE EVOLUTION

Evisu #1 Japan made jean pockets are hand-painted at the final stage. An authentic human touch and symbol of excellence.



MERCH STRATEGY

Better denim business

- 3.1. Hero Heritage, Furure Focus, Raw & Refined
- 3.2. No1 Specials – New No1 – Extend entry offer
- 3.4. Imagine Evisu Editions of 1

Better Denim Business

Designing Growth. Broader Brand Buyability
Depth in Denim. Concepts Curated to Customers



OKAYAMA LAUNDRIES Japan made jeans are made in the famed denim manufacturing prefectures of Okayama and Fukuyama. Washes are developed in Okayama laundries	DIFFERENCE BY DESIGN Shaping a season from fabric. Informing customers top-line detail in product/fabric value: Design and denim crossover creating premium and sustainable products. Denim selection = denim difference. Denim difference = brand difference
MILLS Selvage Mills Include: Kuroki, Kurabo, Kaihara, Nihon Menpu, One-Any. Typically created with Toyoda looms	DENIM HIGHLIGHTS • Five worldwide exclusive denims • Growing Evisu DNA: fabric-style stories + brand signatures • Seasonal newness x classic's renewed • Clear callout: fabric keywords x style keywords • Building a narrative at fabric level innovation. Each a story
JAPAN MADE I introduced Japan made and washed Jeans at 400 USD price point. Previously Japan product was a niche 600-800 USD customer. I also introduced stretch selvage to extend customer reach. The initiative also introduced laser/waterless technology in this category	

3.4. Imagine Evisu Editions of 1



With Bonum Atelier Tokyo, Recraft Evisu denim.
A circular/closed-loop system.
A Buy Back & Resell Initiative



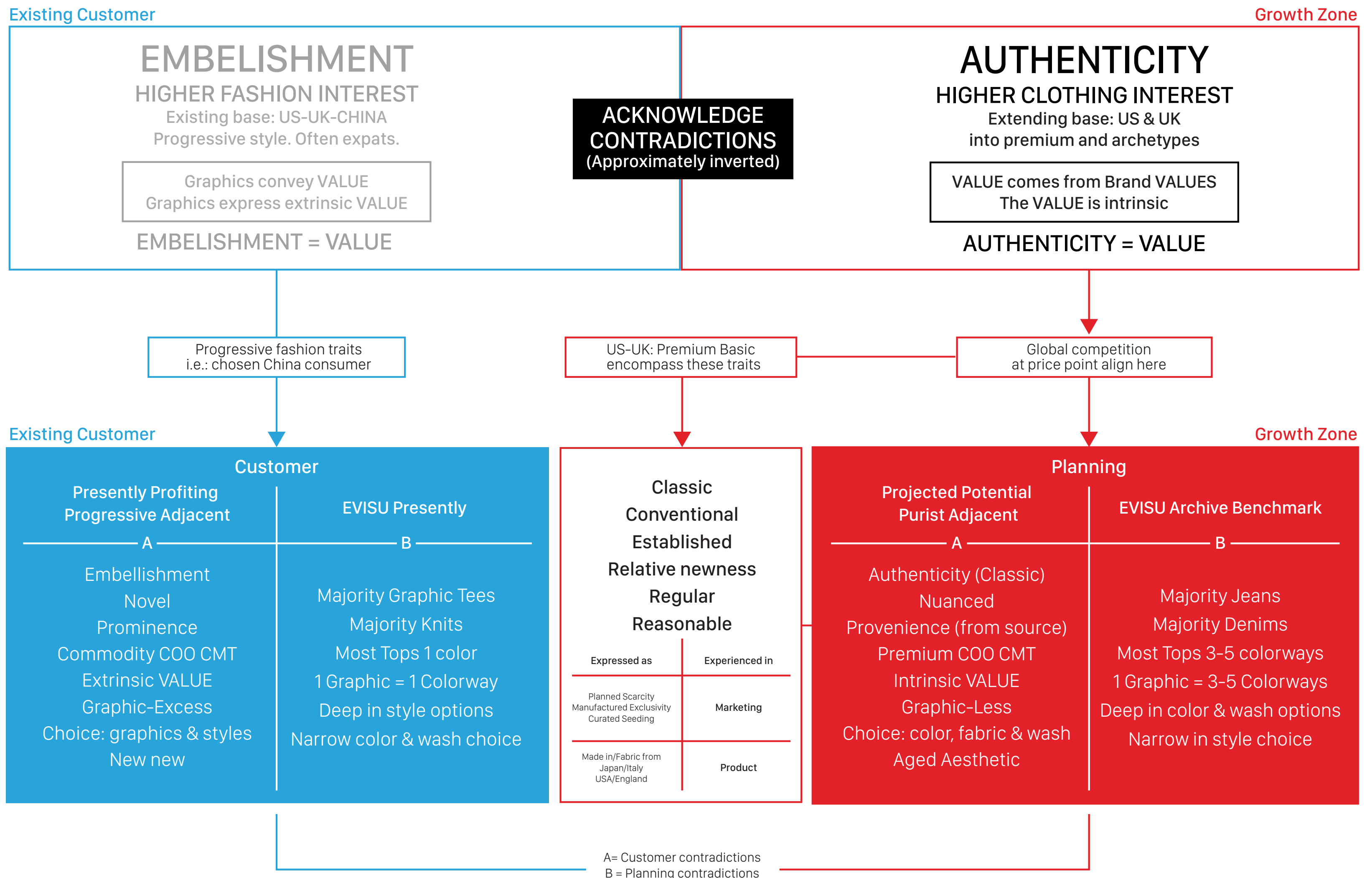
Originally Evisu made 15 pairs of jeans a day.
The limited initiative of 15 unique items created daily
rekindles the passion of the brand's origin story

DIVERSIFY DENIM

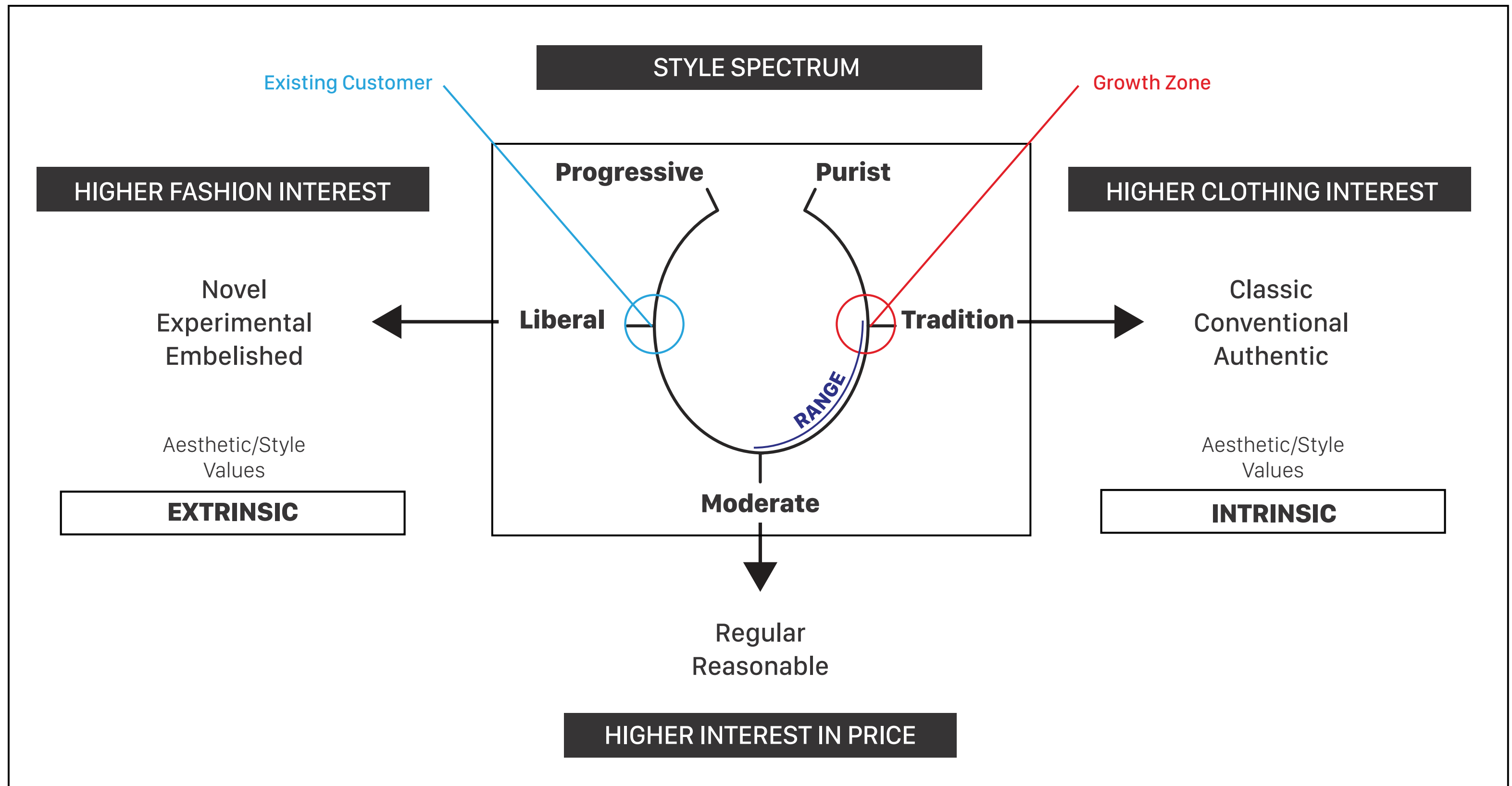
Analyze, direct, design a Global to APAC vision

- Design all – fabric to final, including art directing
- Extend EVISU to connect with mainstream style too
- Create and launch Premium and Archetype product lines

Diversify by Design

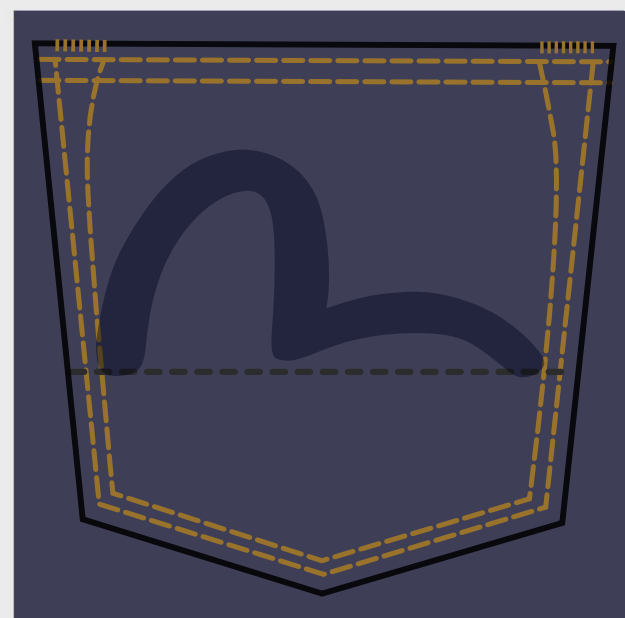


Different Oppotunities



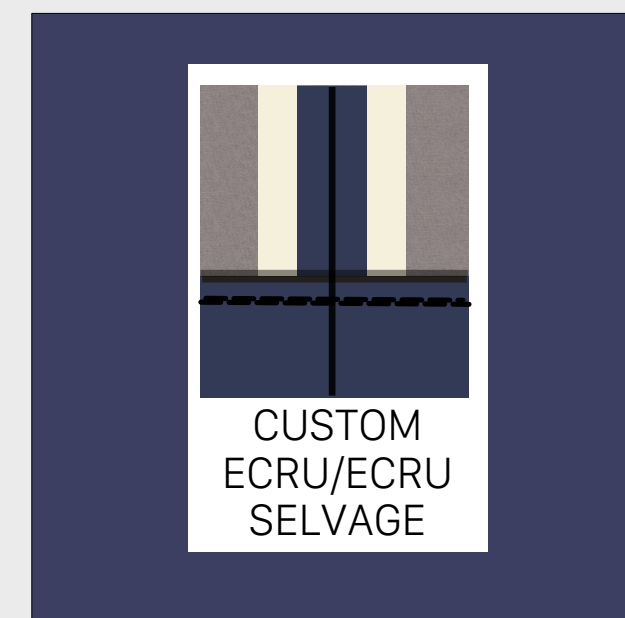
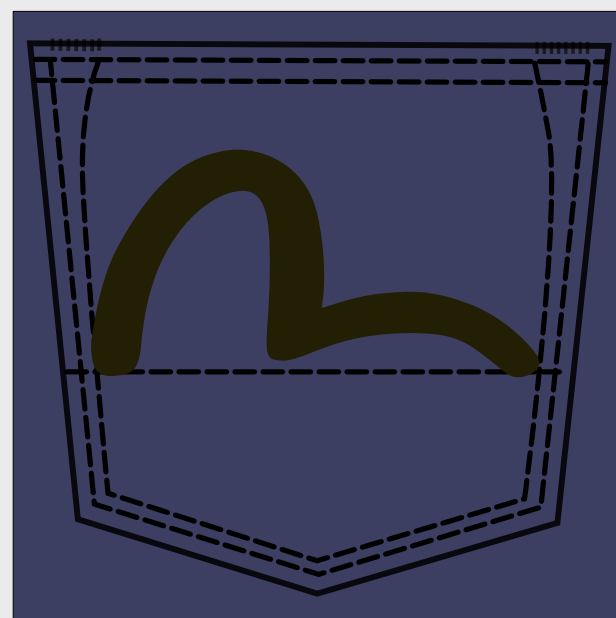
Premium Authentic

Organic & sustainable. Japan red custom selvage & new branding tools



Authentic Archetypes

Recycled blends, custom ecru selvage & new exterior branding tools





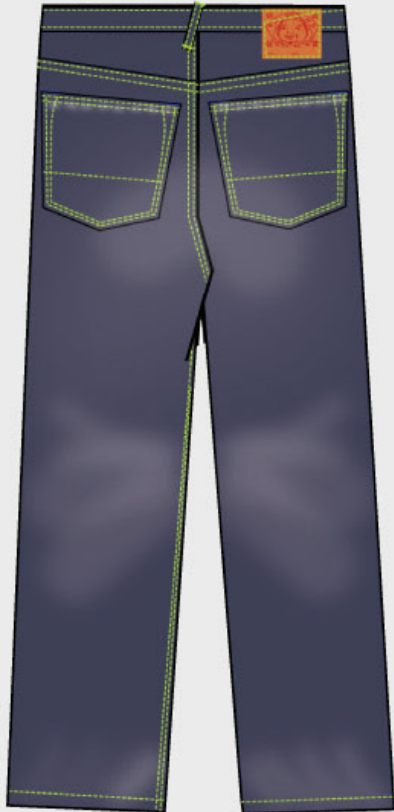
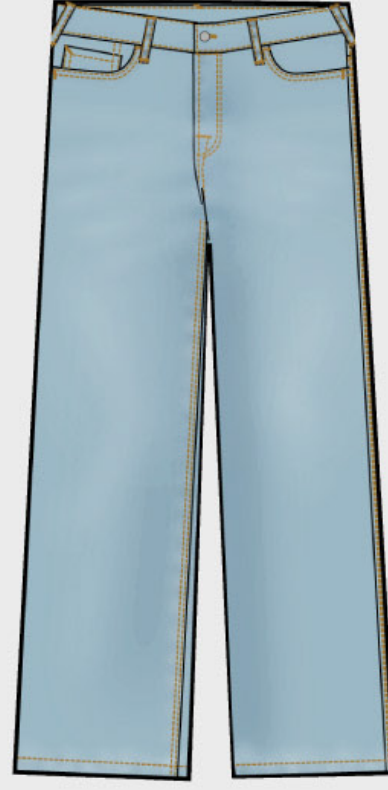
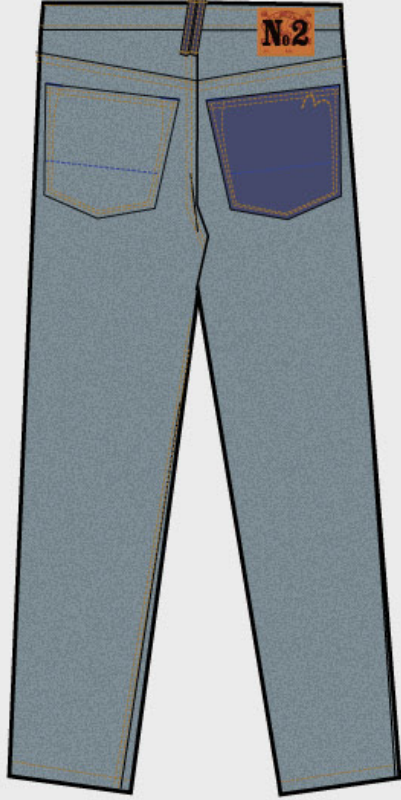
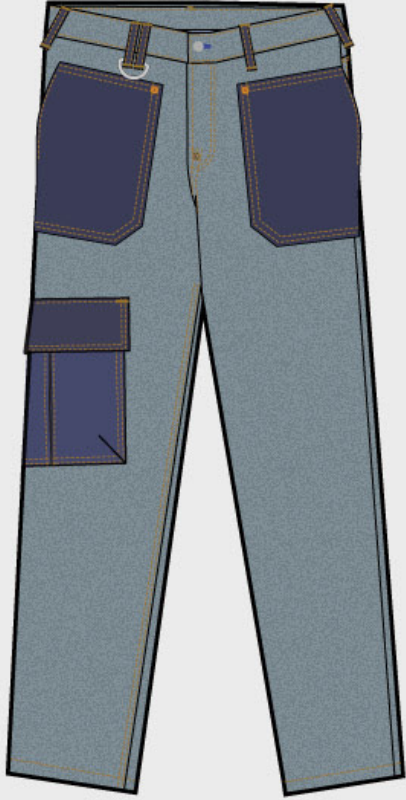
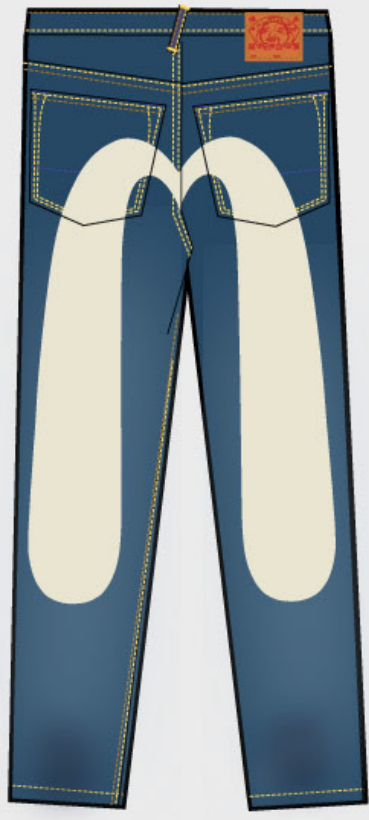
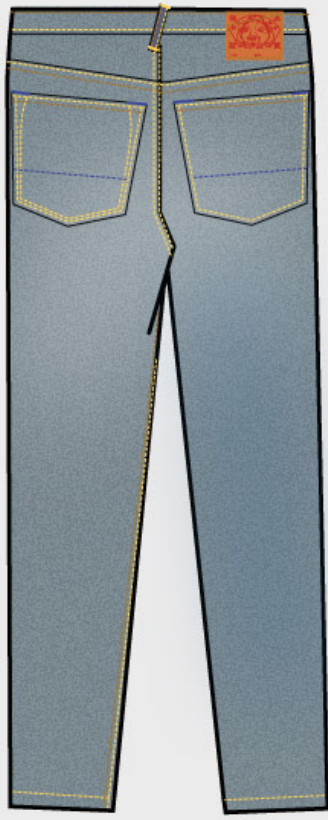
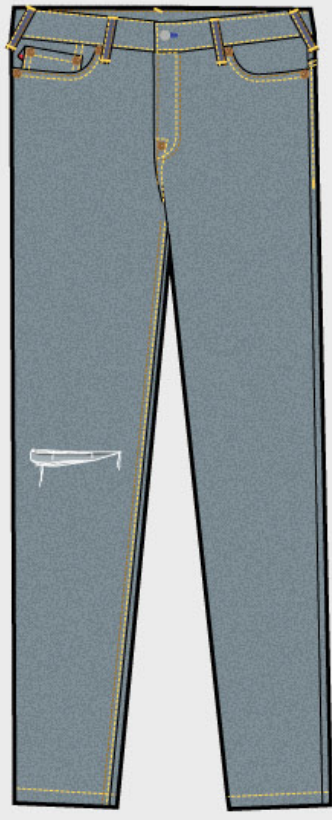
MEMETIC MOMENTUM

- A-list denim style
- Bold global opportunities
- Unique design codes









20s to 40s – EAST to WEST



DENIM DONE DIFFERENTLY – GLOBALLY

DIFFERENT BY DESIGN



My role has contributed more denim business than any designer in Evisu Group history
100s of designs - millions of turnover