



## **HAUTE COUTURE**

ALEXANDER MCQUEEN HEADQUARTER

TOKYO, JAPAN

Arch 704- Design Research Studio

Omotesando, AOYAMA, TOKYO, JAPAN



JAPAN / SITE / HAUTE COUTURE



Issey Miyake



Yohji Yamamoto



Takashi Nishiyama

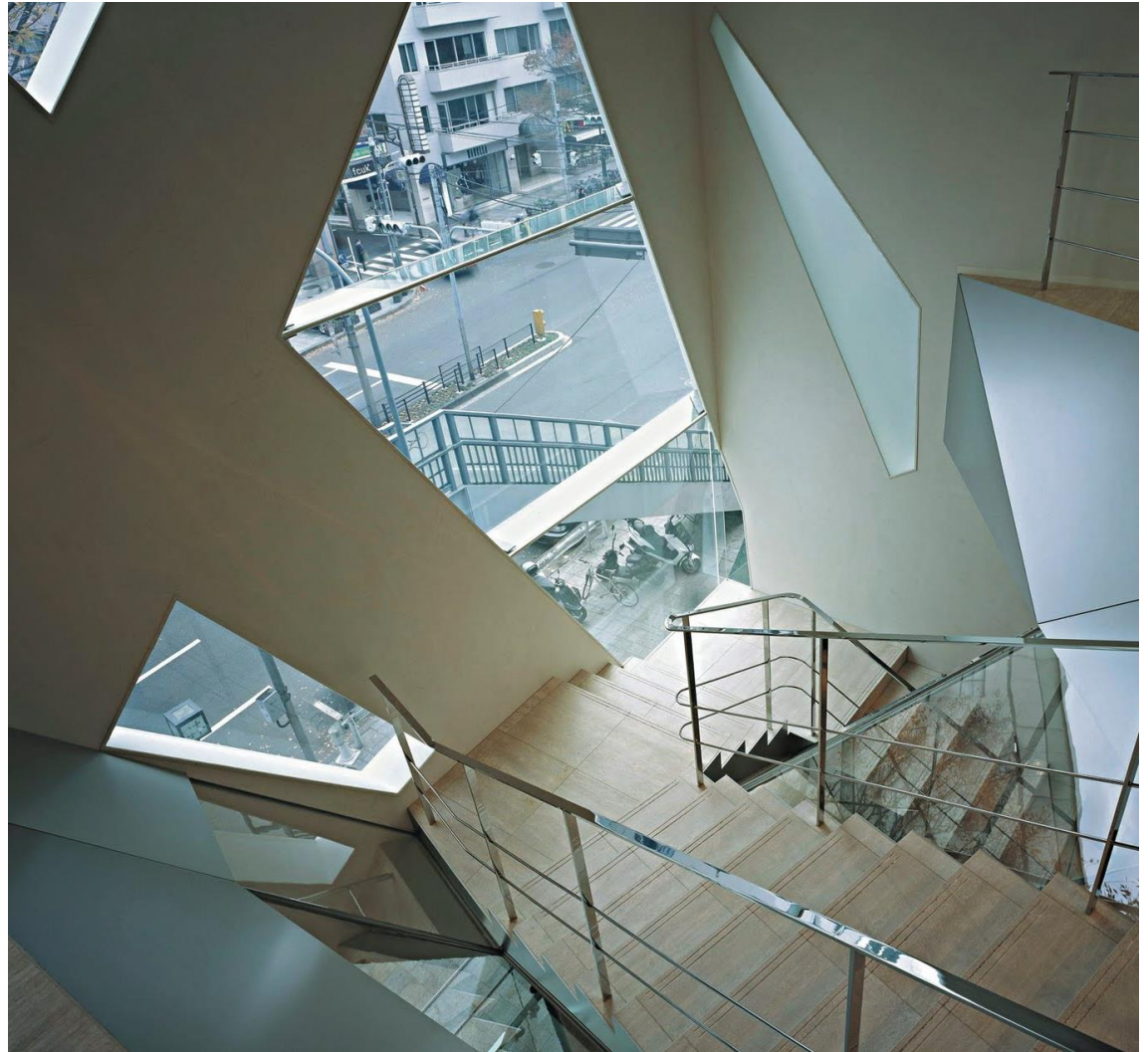
Omotesando, AOYAMA, TOKYO, JAPAN

Dior Flagship Store



Omotesando, AOYAMA, TOKYO, JAPAN

Tod's Flagship Store



SITE / HAUTE COUTURE

Omotesando, AOYAMA, TOKYO, JAPAN

Neil Barrett Flagship Store



Omotesando, AOYAMA, TOKYO, JAPAN

Prada's Flagship Store







ALEXANDER MCQUEEN

Fall/Winter 2009

Sculpted Form



FORM / HAUTE COUTURE



JEAN PAUL GAULTIER

Spring/Summer 2010

Boning Innovation with Basket Weaving

FORM / HAUTE COUTURE



ALEXANDER WANG

Fall/Winter 2014

Seaming Innovation

FORM / HAUTE COUTURE



VIKTOR & ROLF

Fall/Winter 2014

Innovation in Form by Cutting

FORM / HAUTE COUTURE



VIKTOR & ROLF

Fall/Winter 2010

Innovation in Form by Layering

FORM / HAUTE COUTURE



BALMAIN

Spring/Summer 2013

Innovation in Pattering Inspired By Caning

(A technique found in chair design)

ALEXANDER MCQUEEN

Spring 2012

Shells and Corals



MATERIAL / HAUTE COUTURE



ALEXANDER MCQUEEN

Fall/Winter 2012

Aluminum

MATERIAL / HAUTE COUTURE



IRIS VAN HERPEN

Fall/Winter 2014

Flexible material for 3D Printing (TPU 92A-1),  
Silicone coating



MATERIAL / HAUTE COUTURE

3D PRINTED FABRIC

Fall/Winter 2014

3D Printing



TECHNOLOGY / HAUTE COUTURE



ALEXANDER MCQUEEN

Spring/Summer 2010

Digital Printing

TECHNOLOGY / HAUTE COUTURE



ALEXANDER MCQUEEN

Spring 2012

Laser Cut Leather

TECHNOLOGY / HAUTE COUTURE



IRIS VAN HERPEN

Spring/Summer 2015

Magnetic Motion Collection

Injection Molding

Laser Cutting

TECHNOLOGY / HAUTE COUTURE

ALEXANDER MCQUEEN

Spring/Summer 1999

Innovation in Technology and Presentation



HAUTE COUTURE



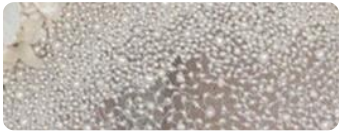
01: SEAMING

A method to visually convey material and quality changes. The various types of seams signify the type of connection between multiple parts, whether they are nested, stitched or clasped together.



02: PLEATING

A technique where an area becomes more exaggerated in its elevation, curvature and/or form definition, to create a designated focused area of intensity from the rest.



03: TEXTURING

When small variations interact to create a single affect in a continuous area.



04: STITCHING

To methodically stitch smaller elements together to create a larger whole.



05: BONING

A technique to shape a primary surface to achieve stiffness, structure and contours.



06: LAYERING

A composition of surfaces that are stacked to create volume.



07: ARRANGING

To combine large elements with different qualities in materials that are complementing resulting in a coherent arrangement.



08: CORDING

A technique where a continuous strip is applied to a surface to contour or connect between parts.



09: SMOCKING

A method where a stitch creates a voluminous pattern.



ALEXANDER MCQUEEN

Spring/Summer 2012

Innovation in Form and Detail

Inspired By Oceanic Forms

HAUTE COUTURE