

[\[Log-In\]](#)

Japanese Brand Ayuite's "Easy Rider" Collection by Hiroyuki Obara Among Up-and-Coming Designers from Tokyo's Newest Hotspot, Ebisu

Story by Yukie Teramachi
Photos by Takahiro Igarashi

Ebisu, Tokyo, has been recognized as one of the newest fashion districts in Tokyo. Conveniently located next to Roppongi and Shibuya that are more well-known as mainstream fashion areas, Ebisu is smaller in size and makes for a comfortable atmosphere that also features many quirky restaurants and bars. Together with the trendy neighboring communities of Daikanyama and Hiroo, Ebisu has been developing with high-class boutiques, vintage stores, and flagship shops of Japanese and international brands. For example, Maison Martin Margiela is also a part of Ebisu family. Their first global flagship shop went up in Ebisu, and it's still there today.

In the last five years, the headquarters and main offices of Japanese fashion brands are gathering in this area. Their growing community has resulted in a new movement creating fresh trends. This community includes new designers who are also musicians, artists, DJ, and models or so-called "creators" in making a new trend. Some people in this subculture call themselves EBISU RENGU which means "Ebisu Unity" or "Team Ebisu."

In particular among the Team Ebisu subculture are outstanding men's designers such as Mastermind (www.mastermindjapan.com), roen (www.roen.jp), attachment, roar, TroisO (www.troiso.jp), and BACKLASH (www.backlash.jp). All designers have backgrounds where they used to work with international brands such as ISSEY MIYAKE. Therefore, they have already proven their ability and skills and know that their sense of designs can meet the requirements to meet the world fashion market.

Among the top signature brands from the Ebisu sector is AYUITE. Designer, Hiroyuki

Obara has been designing his own collection under the concept of a mixture of inspirations from the motorcycle rider, influenced by the spirit of freedom like Native American Indians on horseback riding in a dry desert. The brand name means "Wonderful" and "Best" in Navajo, which is one of the languages of the Native American and extremely difficult to master because of its uniqueness.

His collection is very detailed, and his forms and patterns are so chic. However the colors and finishing are totally vintage and homespun like the Wild West. Obara started his career as a men's designer at ISSAY MIYAKE Design office. He experienced many fashion runways in Milan and Paris. After he became independent and started AYUITE, it wasn't long before Obara's collection was picked up from Barneys in Japan (www.barneys.co.jp) to Isetan (www.isetan.co.jp) in Japan.

Obara's collection has been represented by Daniele Ghiselli in Milan (www.ghiselli.com) now for about two years, and you can get his collection at H.MEN—a men's store by H. Lorenzo (www.hlorenzo.com) on Sunset in Los Angeles. AYUITE has been carried by Liberty in UK (www.liberty.co.uk) and other major department stores and high-end boutiques in Europe.

In early October, Obara showed me his new Spring '08 collection at his cozy office. For coming spring, AYUITE gets back to its roots: full of motorcycle riders' ambience and Native American details. The classic 1969 movie "Easy Rider," gave him ideas of hippy-style, outdoor, vintage, and classic motorcycles.

The most characteristic item from his newest collection is his leather pants. (See picture where Designer Obara is wearing the pants.) It is made by deer skin, and his craftsmanship means he made it 3mm (0.1 inch) thin, with bonded cotton twill in the back of the skin. When you wear it, it feels like denim, but it is actually leather. (The pants retail for 76,000 yen in Japan.)

His work is now evaluated as a world-class designer. Obara always enjoys generating new fabrics and new finishing with his craftsmanship. His clothing has many details, but when you wear it, you feel relaxed. You don't worry about how to wear it. The clothing itself is already neat. So you can feel perfect just wearing it.

Innovators like Obara, coming out of the growing hotspot district of Ebisu, indicate that Japanese men's designers are bringing new ideas, fabrics, and craftsmanship, and invading the world of men's fashion.

Page: 1 | [Slideshow](#)



Label Networks attracts cutting-edge **Subscribers** seeking trending stories backed by data. Our authenticity comes from working from the bottom-up, from the streets, with people who seek insight about global youth + street culture outside of traditional news + resources.

Subscriptions include global facts, figures, analysis, stories, images, + video covering youth + street cultures. There are 5 ways to participate:

- **Sign-up for our FREE Weekly Updates**
- **THELABELLAB—Streetwear Business Report**
- **Weekly Analysis—Entry-Level: Readers Needing Additional Data Analysis from Topical Stories + Images**
- **Profile Report—Specific Timely Topics + Demographics with Insight, Data, Stories, Analysis**
- **Country Studies—for Serious Business Players: Data, Analysis, Stories, Images Across Large Markets—Opportunities to Compare by Culture**

Search:

Register for our presentation: Global Streetwear Fashion: Defining Trends, Subcultures + New Influences from Music, Sports, Technology at the MAGIC Fashion Trade Show, Las Vegas, NV, Tuesday, August 28, South Hall Meeting Room MS226 @ 1 p.m. Seats go fast!

SUBSCRIBERS ONLY

COUNTRY STUDIES FOR SERIOUS BUSINESS PLAYERS: ANALYSIS, STORIES, IMAGES ACROSS LARGE MARKETS

North America | Pan-European | United Kingdom | Germany | France | Italy | Spain | Japan | China

WEEKLY ANALYSIS

WE'VE GOT THE STORY AND NUMBERS FOR YOU WEEKLY - \$499 ANNUAL SUBSCRIPTION

Sneaker Culture + Footwear—Changing Preferences in Shopping Locations
Indicate What's-Up for Retail Ahead—Part 2 Label Networks Sneaker Culture Report
November 18, 2007

China's Top Accessory Trends + Why, By Label Networks' "Cred Reporters" Reveal Where Things are Headed in Youth Culture—Part 2 of Fresh Fashion Report - Subscribers Only
November 15, 2007

European "Cred Reports," Highly-Anticipated Editorial Reports from Tastemakers Across Europe Covering Top Trends in Fashion, Accessories, Retail, Music, Current Events, Technology Now Available! - Subscribers Only
November 12, 2007

Sneaker Culture + Footwear—Top Brand Preferences Among Youth Culture Quantify New Trends Not Yet Picked-up by Prolific Blogger Culture
November 10, 2007

Monster 666—Street-Inspired Fashion Brand from Mexico Brings Attention to Fresh Rockabilly-Punk Styles in Recent Runway Show - Subscribers Only
November 9, 2007

China's Top Fashion Trends + Why, By Label Networks' "Cred Reporters" Reveal Where Things are Headed in Youth Culture - Subscribers Only
November 5, 2007

Denim Size of Market, Preferences, Purchasing Patterns, + Price Points

Page: 1 | [Slideshow](#)

Beautiful Decay Shows How the Artists' Magazine Became a Player in Shaping Street Fashion By Providing a Platform For Artists Through Apparel **November 18, 2007**

King Stampede Shows How a Former Online Record Store Succeeded in Moving Into Retail (Boundless NY) + Street Fashion **November 16, 2007**

Lemar and Dauley Indicate Why This Seasoned Street Fashion Brand Is Unique as Indicated by New Directions Representing Key Iconic Symbols, 1992, + Collabs **November 13, 2007**

Among 13-25-year-olds in North America Reveal Changing Landscape + Opportunities Influencing Fashion Landscape - Weekly Analysis Subscribers Only **October 30, 2007**

[More...](#)

PROFILE REPORTS

DEEP INSIGHT PROFILES ON SPECIFIC TIMELY TOPICS + DATA, STORIES AND IMAGES

North America Advertising and Sponsorship Effectiveness Report
[\[Buy Now\]](#) [\[Info\]](#)

Hispanic Youth Culture Study 2007
[\[Buy Now\]](#) [\[Info\]](#)

Digital Lifestyle Profile Report
[\[Buy Now\]](#) [\[Info\]](#)

North America: Snowboarding
[\[Buy Now\]](#) [\[Info\]](#)

North American: Youth Humanitarian Profile
[\[Buy Now\]](#) [\[Info\]](#)

Copyright © 2001-2007 Label Networks. All rights reserved.