

**Providing opportunities for business growth on the overseas stage**

**PARCO is participating in Asia' s largest fashion event**

**Presenting a runway show featuring special guest DRESSCAMP**

Continuing on from last year, PARCO Co., Ltd. (Headquarters: Shibuya-ku, Tokyo; hereinafter referred to as "PARCO" ) will again be participating in the Audi Fashion Festival (hereinafter referred to as "AFF" ) runway show at Asia' s largest fashion event, Asia Fashion Exchange (hereinafter referred to as "AFX" ), which will take place in Singapore in May 2014. This event is part of a project to provide opportunities for the business growth of fashion designers on the overseas stage, which PARCO has been undertaking.

This year, in addition to holding a runway show featuring special guest DRESSCAMP as a showcase for designers leading the next generation of Japanese fashion, PARCO will also be providing support utilizing our local network.

**AFF Runway Show PARCO Japan Showcase: DRESSCAMP Fall 2014 The Threepenny "Visconti" Opera**



The 14AW runway show presented at the Tokyo Collection in March 2014.

● **Date and Time:** May 17, 2014 (Sat.); 20:00– (local time)      ● **Venue:** Tent @Orchard (Singapore)

This collection expresses the German avant-garde mood of the Threepenny Opera combined with the Italian decadence of "Luchino Visconti" with a theatrical world added.

**DRESSCAMP**

The DRESSCAMP brand debuted in 2002. Presenting fresh, innovative collections featuring distinctive expressions of color using printed materials and a unique decorativeness, and delicate yet powerful dresses incorporating couture techniques, etc., DRESSCAMP is stunning and influencing the world of fashion as a representative Tokyo brand.

\*For further details about the DRESSCAMP brand, please see Reference Materials (2)



**Designer Toshikazu Iwaya**

After graduating from the Bunka Fashion College, Mr. Iwaya joined AT ONES' Co., Ltd. He made his debut as a DRESSCAMP designer in 2002. In 2004, Mr. Iwaya received awards of the 22nd MAINICHI FASHION GRAND PRIX for New Designer and SHISEIDO Incentive Award, and 6th MOËT & CHANDON Designer Debut. In 2008 he left AT ONES' Co., Ltd. and established IWY Co., Ltd., creating the new brand DRESS33. In 2012, he returned to DRESSCAMP as a designer. \*For further designer profile details, please see Reference Materials (3)

**Comments by DRESSCAMP designer Toshikazu Iwaya**

"We are very excited to be able to have this opportunity to hold our collection show in Singapore. We are sure that everyone will like our collection. We look forward to seeing you!"



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### **PARCO Group Business**

PARCO Group is expanding the development of each business segment, focusing primarily on the Shopping Complex Business, but also including the Space Engineering and Management Business, the Retail Business, which manages trendy select shops, the Entertainment Business, which is at the forefront of cultural trends and which adds value through cultural contributions, and the Web Consulting Business, which serves shopping complexes and speciality shops in Japan.

PARCO established the overseas subsidiary "PARCO(Singapore)Pte Ltd" in Singapore on 1991, which is developing our business in Southeast Asia by leveraging our long experience in developing and managing shopping complexes at home and abroad.

\*For further details about PARCO Co.,Ltd.,  
please see The PARCO corporate website: <http://www.parco.co.jp/en/>



Shibuya PARCO, Tokyo, Japan

### **PARCO' s Incubation: Discovering and Supporting New Talent**

Since the opening of IKEBUKURO PARCO in 1969, our company has actively introduced cutting-edge culture focusing on fashion but also including music, art, and theater, discovering and supporting various new talents.

In recent years, PARCO has been pouring effort into global-scale development through such projects as HELLO, SHIBUYA TOKYO, Asia Fashion Collection, and PARCO next NEXT, with the aim of creating opportunities for designers and creators to compete in the world stage as well as supporting continuous business growth.

Based on the collaborations with various brands, companies, and organizations achieved through each of these projects, PARCO has been able to build a new network, leading to new business endeavors for our company.



HELLO, SHIBUYA TOKYO, Orchard Road, Singapore, 2012



PARCO next NEXT, PARCO Marina Bay, Singapore 2010-2014

\*The PARCO corporate website:

Special Feature: Discovering and Supporting New Talent : <http://www.parco.co.jp/csr/feature>

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## DRESSCAMP

- 2002** "DRESSCAMP" makes its debut with designer Toshikazu Iwaya for the 2003 S/S collection based on AT ONES' Inc, receiving major acclaim through its use of vivid colors and print in a style not seen before in Tokyo collections
- 2003** Receives the Best Newcomer Award at the 2004 MAINICHI FASHION GRAND PRIX and SHISEIDO Incentive Award, and at the 2004 MOËT & CHANDON new designer award.
- 2004** Begins collaboration with well-known sportswear brand "Champion" .
- 2005** - Designs made for Switzerland-based luxury jewels and ornament brand "PIAGET" . Followed by the start of various collaborations between "PIAGET" and some "DRESSCAMP" models.  
- Opening of the first flagship store in Aoyama, Tokyo (interior design by Masamichi Katayama from Wanderwall Inc.).  
- Start of the bridal collection called "DRESSCAMP BRIDE" from ALPHA BLANCA co.,ltd.
- 2007** - Collaboration with MCM (Germany) announces menswear, ladieswear, shoes and bags for the 2007-2008 A/W collection.  
- Collaboration with Timberland(USA) to present shoes.  
- Additionally, CAZAL(Germany – Eye wear), DUVETICA(Italy - wear) and Oliver Goldsmith (England - sunglasses) has attracted a great deal of attention from the fashion scene.
- 2008** - Designs made for table wears called "DRESSCAMP TABLEWEAR" from Blanca sposa.  
- Collaborations with M.A.C. bring forth a line of cosmetics.  
- Osaka flagship store opens at the OPA department store.  
- With the departure of Toshikazu Iwaya, DRESSCAMP announces European designer Marjan Pejoski in the position of lead designer for the 2009 S/S collection.
- 2009** - DRESSCAMP web store opens. (www.dresscamp.jp)  
- DRESSCAMP Osaka flagship Store relocates from OPA department store to Harbis Plaza.  
- The 2010 A/W collection is announced with a newly established design team led by Marjan Pejoski as creative director
- 2010** - Designs presented for Valentines' Day Gifts with famous Japanese pâtissier, Koutatsu Kanda (L'AUTOMNE Tokyo).  
- Collaborations with world famous jeans makers "Lee" to announce mens jeans line-up.  
- The design team is set into motion with AT ONES' executive Shinichiro Hosokawa as Executive/Creative Director from the 2011 S/S collection.  
Collaborate with NEW BLANCE and produce high-cut shoes.
- 2013** - Toshikazu Iwaya is appointed creative director of the fashion house.  
- Launched items in collaboration with LOTTO, an Italian sports wear brand.

**For enquiries about DRESSCAMP, please contact:**

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<http://www.dresscamp.jp>

## Toshikazu Iwaya

### Designer

- 1974** Born in Yokohama
- 1995** Graduated from Bunka Fashion College in Tokyo, Men' s fashion design course
- 1996** Joined AT ONES' Co.,Ltd
- 2002** Launched "DRESSCAMP" , assumed the position of its designer
- 2004** Awarded "the 22nd MAINICHI FASHION GRAND PRIX for New Designer" and "SHISEIDO Incentive Award"  
"6th MOËT & CHANDON Designer Debut"  
Launched items in collaboration with CHAMPION, an US sportswear brand
- 2008** Established IWY Co.,Ltd  
Took part in the establishment of a company, DS Factory Co.,Ltd  
Established the brand "DRESS33" and made his debut in Paris collection of 2009S/S
- 2009** Became the creative director of "ONITSUKA TIGER" and  
"Top Impact Line" of the ASICS group
- 2011** Offered uniform design for the World Championships in  
Athletics Japan team and FIVB World Cup Volleyball Japan team
- 2012** Returned to DRESSCAMP' s designer from 13S/S collection
- 2013** Joined "YUMI KATSURA" design team as a design director

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