

FACETASM

FACETASM IS THE DESIGNER HOSTED BY

GIORGIO ARMANI

Milan, 5 June 2015 – Facetasm is the young designer chosen by Giorgio Armani to have his fashion show at Armani/Teatro space during the upcoming Milano Moda Uomo, in the programme to support young creative talents that now in its ninth season.

Founded in 2007 by Hiromichi Ochiai, Facetasm is a Japanese brand combining pop culture with tailoring. Futuristic silhouettes and streetwear inspiration characterise outfits perfectly summing up Japanese urban style.

“It is a great honour and a fantastic challenge for a small, independent team like ours to have a fashion show at Armani/Teatro. I’d like to thank Giorgio Armani for offering us this opportunity. We’re really looking forward to meeting the people of Milan, and hoping they will appreciate our originality”, commented Hiromichi Ochiai.

“I’m very happy to support the designers of the future, for the ninth season in a row. I love discovering new talents, maintaining an international point of view. I wish Facetasm, the designer chosen on this occasion, a brilliant, successful future”, said Giorgio Armani.

Biography:

Hiromichi Ochiai born in Tokyo in 1977. Graduated Bunka Fashion College he worked at a textile company that produces textiles for Japanese brands for 8 years before he launched in 2007 "FACETASM". The brand name “Facetasm” is a coined word of “facet” which means various sides. There are lots of sides in one object. The side of the object and the back of the object might have a different meaning. In the 2011 FACETASM presented his first runway collection with the 2012 spring/summer season. In the 2013 he won the new face award by Shiseido incentive prize 31th MAINICHI FASHION GRAND PRIX