

DeeCee Style: Hanami Party

Photography: Matt Hind

Sakura, means cherry blossom in Japanese and its appearance heralds the coming of spring in Japanese culture. This event has moved from folklore to being part of formalized culture and

every year both families and corporations stake their claims under the cherry trees for a Hanami party. To honour the many Japanese brands sold at his landmark store in Zurich, Markus Cadruvi stages

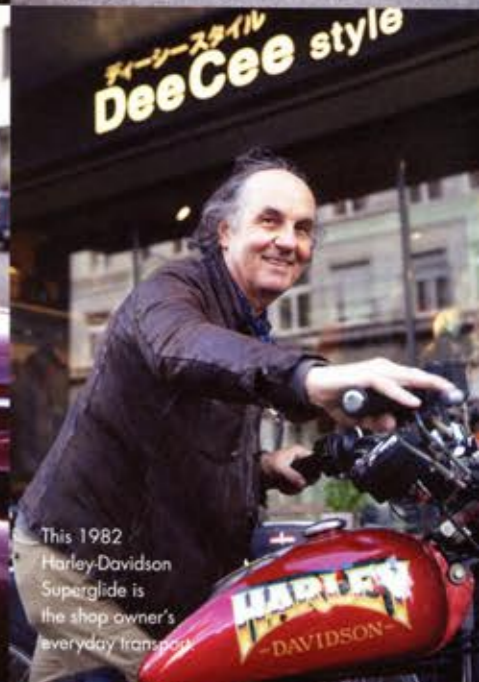
an extravagant event that includes old cars, motorcycles and, naturally, clothing. Men's File's Matt Hind was there to record the evening and some of Markus' and his customer's objects of desire.

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This Spacelander bicycle (first prototype, 1946) was acquired by Mr Cadruvi (pictured here) in the 1980s and has been in his collection ever since. From the drawing board of the American Benjamin Bowden it is considered a classic in the canon of 20th century design.



This 1982 Harley-Davidson Superglide is the shop owner's everyday transport.

