



ESC  
TOKYO







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PRESS RELEASE

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PRESS RELEASE  
15 NOV 2023



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SPRING / SUMMER 2024 COLLECTION

ESC, A QUALITY FASHION AND LIFESTYLE BRAND FROM TOKYO, DEBUTED WITH ETHICAL YET RADICAL DESIGNS THROUGH JAPANESE CRAFTSMANSHIP.





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## ABOUT ESC

We create fashion and lifestyle products that reflect culture, art, and the zeitgeist. The radical and contemporary designs of ESC are uniquely Tokyo-inspired, yet incorporate a multitude of current global essences. Our cornerstone of production is the pursuit of practical products, prioritising the use of the finest materials and exceptional craftsmanship in order to achieve an ethical quality that will stand the test of time. Out of consideration for our health and the environment we live in, we employ natural materials wherever possible to maximise their inherent superiority.

The launch collection reinterprets basic workwear with high-quality materials, sophisticated silhouettes, and intricate details. Original, 100% organic cotton fabrics are meticulously crafted in collaboration with long-established textile makers from across Japan. Our use of natural herbal and mineral dyestuffs, handcrafted by skilled artisans, results in a thoughtful and gentle colour palette that embodies ESC's aesthetic. This collection not only focuses on our commitment to quality but also carries a message of hope in a world marked by ongoing conflicts.



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SPRING / SUMMER 2024 COLLECTION





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365 EVERGREEN COLLECTION

FEEL ETHICAL QUALITY THROUGH JAPANESE CRAFTSMANSHIP.





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## ABOUT ESC TEAM

ESC was established in 2023 by a diverse team in Tokyo. Our founding members have experience from multiple industry-leading global brands in fashion, sports, lifestyle, technology, and audio industries along with one core member who has a long career as a medical doctor. All members are enthusiastic about art, fashion and music, united with a profound passion for design and the creation of ethical values for both the consumers and the individuals who produce it.

As a company, our objective is to prioritise environmental and societal concerns, breaking away from the unfair global economic system. We commit ourselves to the utmost respect of all the individuals and communities involved in ESC from product development to creation, all the way until our product reaches the hands of their owners. ESC is committed to the highest ethical standards in its business with regard to race, gender, and animal welfare.



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365 EVERGREEN COLLECTION



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## LAUNCH COLLECTION CONCEPT

1. Hitherto unnoticed elegance: silhouettes inspired by workwear
2. The beauty, quality, and comfort of organic cotton
3. Warm, subtle, contemporary colours from natural herbs and minerals
4. Radical fusion of music and street culture elements with traditional Japanese craftsmanship quality
5. Understated and authentic ethical luxury
6. Genderless, ageless, timeless design

## CLOTHING CATEGORY

Our hooded coat, jacket, trousers, and t-shirt draw inspiration from timeless classic items, reinterpreted with contemporary designs to accentuate the latent elegance of workwear and functional outdoor gear. These high-quality textiles are crafted from 100% organic cotton, collaboratively produced with renowned Japanese fabric artisans. Dyed with natural herb and mineral pigments by outstanding craftsmen in Tokyo, gives the garments a radical yet ethical luxury. Every metal component and nut button is crafted in Japan to the highest quality standards and all garments are meticulously manufactured in Japan.

The Anthracite nylon collection emphasises practical waterproof and breathable performance while utilising environmentally friendly custom nylon fabric from Japan. This fabric is produced using recycled nylon and vegetable-derived coating material, leading to a 30-50% reduction in CO<sup>2</sup> emissions compared to conventional petroleum-based nylon materials.



## ACCESSORIES CATEGORY

The design of the classic 5-panel cap, an iconic symbol of subculture and street fashion, is elevated with the use of premium materials such as 100% cotton or pure silk fabric. These materials are dyed using advanced craftsmanship with natural herb and mineral dyestuffs. The bags draw inspiration from the warmth of vinyl records, blending elements of the record bag design with Japanese Origami ( the art of paper folding ) and Yose-zaiku ( traditional marquetry ) techniques. Through the art of folding and layering only cotton canvas, the bag provides both a soft texture and carries ethical significance, devoid of petroleum and animal derived materials. Our belts feature top-quality aluminium buckles sourced from a renowned Austrian manufacturer. All accessories are meticulously crafted in workshops in Japan, known for their exceptional sewing techniques.





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## DOG COLLECTION

### DOG CATEGORY

Introducing thoughtfully crafted and ethical products for your dog. Our collar, harness, and cross-body lead are made from the highest quality 100% organic cotton sailcloth and coloured using mineral ( iron-powder ) pigment, brought to life through ingenious Japanese craftsmanship. The colour and texture will evolve uniquely over usage and time, capturing the chronicle of your cherished moments spent with your beloved dog. By incorporating top-quality aluminium hardware components from AUTRIALPIN, a renowned Austrian manufacturer of mountaineering equipment, we ensure not only stylish design but substantial security and durability. Our rain cape boasts a highly waterproof and breathable nylon fabric, crafted from recycled nylon coated with plant-derived materials, resulting in 30-50% less CO<sup>2</sup> emissions. The comfortable and anatomically designed structure of the lead, harness, and rain cape is engineered through extensive field trials and prototyping, led by dog lovers and a medical doctor, uniquely incorporating elements of current fashion apparel. All products are meticulously crafted in workshops in Japan, known for their exceptional sewing techniques.







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## DOG COLLECTION

### ESC DOG COLLAR

Introducing a smart, highly ethical collar for your dog. Its quality canvas belt is crafted from 100% organic cotton and equipped with authentic AUSTRIALPIN COBRA® stainless steel components renowned for their outstanding performance and design in mountaineering and sky sports. The deep iron-grey hue is achieved by artisanal dyers using iron powder, enhancing the robust canvas fabric's suppleness and believed to have insect-repelling and odour-controlling properties. The soft texture of the cotton fabric and the deep colouring of the iron powder dyeing will evolve with use, capturing the chronicle of your cherished moments spent with your beloved dog. We consciously avoid environmentally hazardous materials like nylon, plastic or leather as primary components and our belts can be repaired in case of damage, ensuring longevity and enabling many more years of use. ( Paid service ).

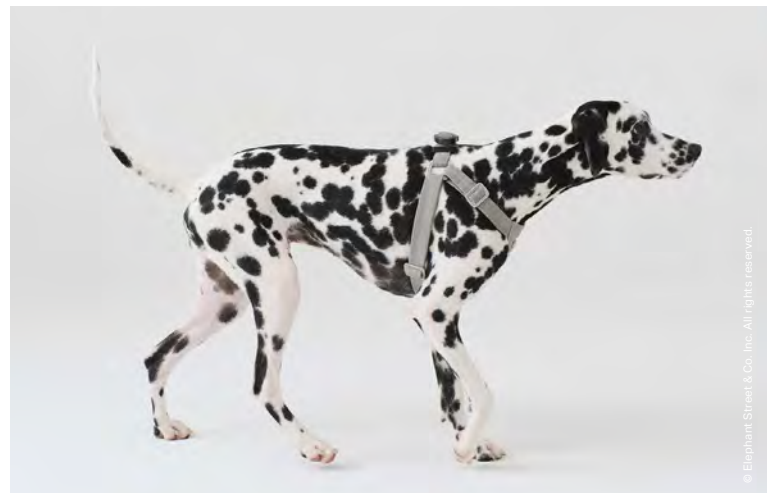


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### ESC DOG HARNESS

Presenting a highly functional and ethically crafted dog harness, made of the finest materials and top-quality hardware components, showcasing excellent craftsmanship. Uniquely integrating the design of authentic climbing sports and modern apparel, the harness features a three-dimensional construction, with the belt and chest pad wrapping evenly around the chest and back neck for comfort and safety. The deep grey hue is not just a colour choice, it's a result of artisans dyeing the fabric with iron powder. This process not only achieves the rich shade but also adds suppleness to the sturdy fabric and makes it resistant to insects and odours. The colour and texture will evolve uniquely over usage and time, capturing the chronicle of your cherished moments spent with your beloved dog.

To ensure high-level safety, the harness is equipped with top-quality COBRA® aluminium components from AUSTRIALPINE, a renowned maker of stainless-steel hardware for mountaineering and sky sports. In addition to precise size adjustments, they also contribute to the outstanding aesthetic of the harness. We consciously avoid environmentally hazardous materials like nylon, plastic or leather as primary components and our belts can be repaired in case of damage, ensuring longevity and enabling many more years of use. ( Paid service ).



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## DOG COLLECTION

### ESC CROSS-BODY DOG LEASH

Introducing a smart and ethically crafted lead for devoted dog lovers and their beloved dogs. Designed with a cross-body loop for hands-free strolls, ensuring even weight distribution for safety, comfort and stability. Made of the finest, durable 100% organic cotton canvas, dyed with iron powder pigment by skilled artisans. The soft texture of the cotton fabric and the deep colour of the iron powder dyeing will evolve with time, capturing the chronicle of your cherished moments spent with your beloved dog. The leash is equipped with a robust stainless steel carabiner snap hook crafted by a renowned Japanese hardware manufacturer. Complementing this, an aluminium D-ring of AUSTRIALPIN COBRA®, which ensures outstanding performance and design in mountaineering and sky sports. To prioritise safety, the hook is secured with a tough nylon tubular belt made by EDELWEISS of France, a company that has earned complete trust in the climbing world. The cross-body loop is overlaid with high-luminance reflective fabric to ensure safety at night. We consciously avoid environmentally hazardous materials like nylon, plastic or leather as primary components and our belts can be repaired in case of damage, ensuring longevity and enabling many more years of use. ( Paid service ).



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### ESC DOG RAIN CAPE

Introducing a smart, highly ethical rain cape tailored for your dog. The design incorporates the silhouette of a classic French cape with the engineering principles drawn from sports jackets and canine anatomy, ensuring optimal performance and comfort as rainwear. Under the supervisions of medical doctor and experienced, devoted dog lovers, the cape has endured rigorous field testing and multiple prototyping phases. The use of waterproof and breathable ethical nylon fabrics, synonymous with authentic outdoor wear, provide excellent protection against rain and snow. Notably, these fabrics contribute to a 30-50% reduction in CO<sup>2</sup> emissions compared to conventional nylon fabrics. Tailored with snug-fitting shoulder and abdominal bands, our design ensures your dog's comfort during various activities. The high-luminance reflective fabric piping on the trims enhance visibility, making night-time walks safer for you and your pet. The production is meticulously carried out in an exceptional sewing workshop based in Japan renowned for crafting high-quality apparel garments. Available in two sizes: medium and large dogs. ( Design registration application in preparation ).



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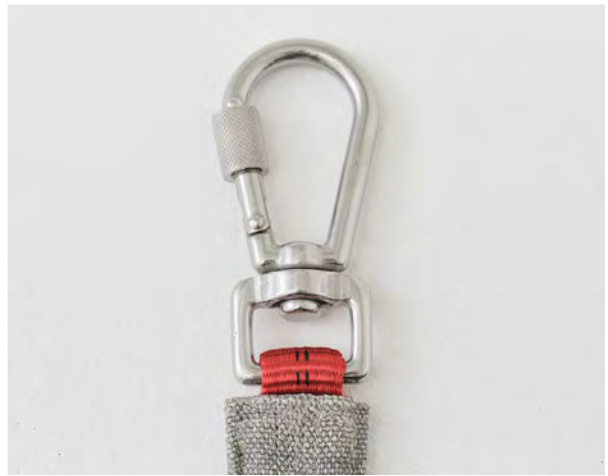
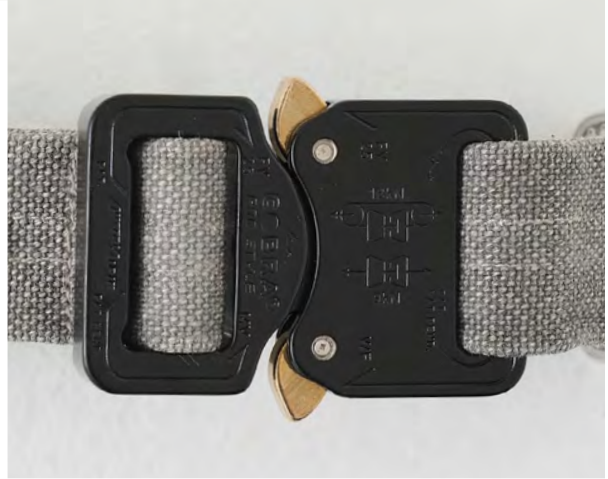


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## DOG COLLECTION

### DETAILS







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## LAUNCH COLLECTION TEXTILE

### TAKASHIMA CANVAS TEXTILE

The finest quality canvas fabric, renowned for its exceptional texture akin to cotton, is an ESC original textile crafted by the excellent canvas artisans from the Shiga-prefecture. They carry forward generations of traditional Takashima sailcloth quality. Not only is it ethical for our health and the environment, but it's also sturdy, has excellent moisture absorption and heat retention properties. Woven with unbleached, 100% organic cotton yarns maximise the rich texture and natural colour of the original premium cotton material. Furthermore, the characteristic of this cotton canvas is its ability to evolve in texture and conform to the body with time and wear, making it one of the most enjoyable properties of this material.

### ENSHU COTTON TEXTILE

ESC's custom-order typewriter fabric, featuring a plain weave, is manufactured by a prestigious textile maker established in 1928, situated in the renowned Enshu textiles district of Shizuoka-prefecture. The high-density, smooth textile, made from 100% organic cotton yarn, is meticulously woven on an old-style shuttle loom, requiring advanced craftsmanship. It gives a delicate yet resilient silhouette, possessing durable and moisture-absorbent properties. The cotton yarn is unbleached to preserve its natural pleasant texture and colour.

### BARREL®GREEN NYLON FABRIC

The custom-order waterproof BARREL®GREEN fabric, comprised of 53% recycled nylon as well as 40% plant-derived material in the interior coating, is used extensively in authentic outdoor sports jackets, boasting excellent breathability and water resistance. Developed and manufactured in Japan by Seiren Inc., a renowned fabric manufacturer founded in 1889, uses a polyol resin material derived from castor beans as part of its main raw material. This enables the reduction of approximately 30-50% in CO<sup>2</sup> emissions, compared to the conventional nylon fabrics made from petroleum-based materials. The Anthracite ( charcoal ) colour captures the beautiful hues and textures of natural minerals, echoing ESC's brand philosophy.





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## LAUNCH COLLECTION COLOURS AND ARTWORK

### COLOUR DYEING

We juxtapose the work-and-sportswear-inspired elements of our collection with a contrasting original colour, emphasising the inherent elegance of street garments. The subtle and sophisticated colours are made from natural dyestuffs, including herbs and minerals, skilfully dyed using the expertise of Tokyo's dyeing artisans. The wearers of these garments will be able to appreciate the natural ageing process of the Rose Madder herbal dye and Iron Grey iron powder pigment dye.

#### ROSE MADDER ( HERBAL DYE )

Rose Madder fabric is dyed with natural Akane ( madder ) roots, an ancient Japanese dyeing technique used in many traditional crafts. Our colour intention is a subtle, soothing shade of rose that expresses the warmth and calmness of spring in Japan. The original heather colour is achieved by weaving the canvas fabric from the unevenly-dyed threads, beautifully transforming the subtle hues as light and perspective shift.

#### IRON GREY ( MINERAL DYE )

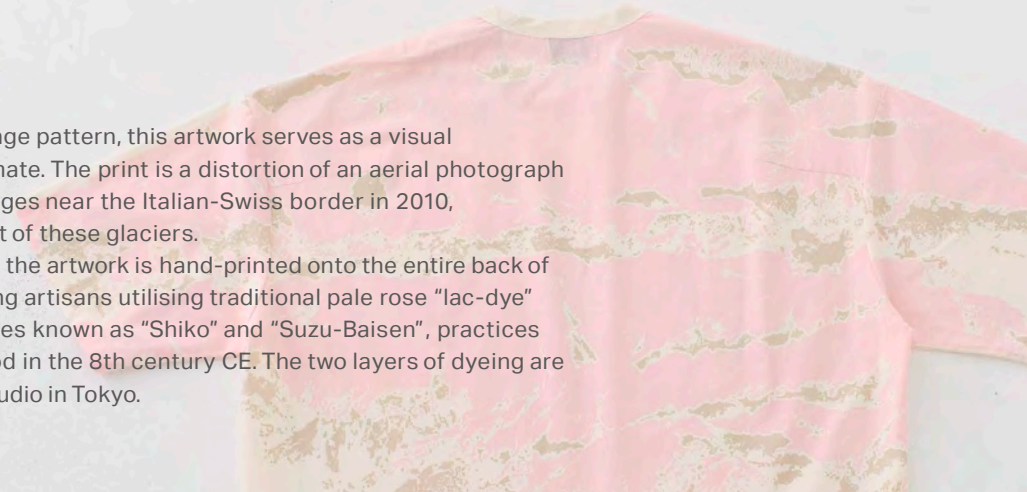
Our focus was on harnessing the rich colours of traditional Japanese mineral dyeing, an ancient technique believed to enhance the suppleness of the thread, as well as offering insect-repellent and deodorising properties.

The unique iron powder dyeing procedure was meticulously carried out by skilled dyeing artisans at a renowned studio in Tokyo, using upcycled iron powder sourced from shipbuilders in the Hiroshima-prefecture. This mineral dye evokes the authentic colour and texture of iron itself. The natural changes in both the colour and texture are to be enjoyed, much like with indigo-dyed denim garments.

### ARTWORK FOR PRINT T-SHIRTS

Accidentally resembling a camouflage pattern, this artwork serves as a visual commentary on the changing climate. The print is a distortion of an aerial photograph capturing the Alpine Mountain ridges near the Italian-Swiss border in 2010, showcasing the significant retreat of these glaciers.

Consisting of two natural colours, the artwork is hand-printed onto the entire back of the t-shirt. Printed by skilled dyeing artisans utilising traditional pale rose "lac-dye" and grey mineral dyeing techniques known as "Shiko" and "Suzu-Baisen", practices dating back to Japan's Nara period in the 8th century CE. The two layers of dyeing are crafted in an innovative dyeing studio in Tokyo.







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## COLLECTION ITEMS

### THEIR PLAIN WAVE T-SHIRT

Crafted only from naturally derived materials, ESC's t-shirts are designed with street and sports t-shirt elements, resulting in an oversized silhouette. Contrastingly, it is made from high-quality cotton typewriter fabric, a high-density plain weave fabric typically used for classic shirts, rather than conventional jersey fabric. This choice imbues with a luxurious comfort and refined silhouette\*. In addition, its 100% organic cotton yarns remain unbleached, highlighting the inherent rich texture and the gentle, natural cotton-white colour. The production is meticulously carried out in a top-tier sewing factory in Japan.

The artwork on the printed model is a distortion of an aerial photograph capturing the Alpine Mountain ridges, showcasing the significant retreat of the glaciers. The artwork is hand-printed and dyed with two layers by highly skilled dyeing artisans, who employ traditional natural herbal and mineral pigments.

Available in 1 material / 2 colours.

\*Blind slit opening at the collar for smooth wearing ( snap button ).

### THEIR PAINTER PANTS

Paying homage to a style that can be dated back to the 17th century, our trousers take inspiration from the features of classic painters' trousers, including the use of sturdy canvas fabric, slit pockets and volume for mobility. Elegant elements are added with an oversized and tapered silhouette, tightly woven fabric, darts, and a cropped length, all contributing to keep beautiful lines. Ethical luxury is achieved through the use of 100% organic fine cotton textile, coloured with subtle and sophisticated hues from natural dyestuffs, complemented by a comfortable liner made from finest typewriter fabric ( plain weave ).

Available in two materials and three colours, including the Anthracite ( charcoal ) nylon model, constructed from recycled nylon and plant-based materials, it offers exceptional waterproof and breathable properties, making it well-equipped to withstand adverse weather conditions such as rain and snow.







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## COLLECTION ITEMS

### THEIR DUTY JACKET

Drawing inspiration from the workwear style of NYPD raid jackets and duty jackets from the 1980's, this design features a modern oversized silhouette, while also incorporating distinctive dropped armholes and tailored jacket details. This luxurious, ethical quality is achieved through the use of premium 100% organic cotton canvas, which is dyed with natural mineral and herb-based dyes. Additionally, the liner is crafted from a fine plain weave cotton textile produced by a renowned Japanese textile manufacturer.

Available in two fabrics and three colours, including Anthracite ( charcoal ) nylon, which is known for its outstanding waterproof and breathable properties. This specific material is made from recycled nylon and vegetable-derived components, further enhancing its eco-friendly attributes.

### THEIR BELT

Our belt is made of the finest 100% organic cotton canvas textile, and its colour is achieved through advanced dyeing techniques, using exclusively natural dyestuffs. By incorporating the robust, flat 4-layered structure inspired by traditional Japanese judo belts, we've added a touch of modern sports design with the use of a high-quality aluminium COBRA® buckle made by AUSTRIALPIN, a renowned manufacturer of mountaineering and sky sport equipment.

Available in 2 materials / 3 colours, including a model with reflective ( retroreflective ) fabric on its entire surface.

( Due to the size of COBRA® buckle, the inner circle of the trousers' belt loop needs to be more than 10cm. )







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## COLLECTION ITEMS

### THEIR HOODED COAT

This design combines elements of a classic French cape with the functional features of an outdoor sports run jacket. The relaxed A-line silhouette is complemented by a fly-front fastening and wide side vents on the hem. The subtle textures and colours of natural dyestuffs combined with the taut, high-quality 100% organic cotton canvas fabric, gives this contemporary oversized, hooded coat an air of sophistication and ethical integrity. The coat's liner is made from a comfortable and premium typewriter ( plain wave ) fabric. In the case of the Anthracite ( charcoal ) model, constructed from recycled nylon and plant-based materials, it offers exceptional waterproof and breathable properties, making it well-equipped to withstand adverse weather conditions such as rain and snow. Available in 2 materials / 3 colours.

### THEIR 5-PANEL CAP

The 5-panel cap, which originated among delivery personnel in the USA in the early 20th century, became an iconic fashion accessory during the 80-90's club scenes and skater culture in the US, Europe, and Japan. Today, it remains a classic item intertwined with various subcultures. ESC has reimagined and blended the 80's classic 5-panel cap design with contemporary sports aesthetics, adding ethical and refined elements using high-quality materials and naturally sourced colours. This includes 100% organic cotton textiles and traditional, top-quality silk fabric. The material of the invisible brim core is constructed from a blend of plant-derived and recycled resins, primarily sourced from sugar cane. The liner's tape component is crafted from Enshu Cotton Fabric's high-density and smooth typewriter fabric, made from 100% organic cotton. Every cap is meticulously crafted in Japan's renowned sewing workshops. Available in 3 materials / 4 colours.







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## COLLECTION ITEMS

### 7 / 12 INCH RECORD BAG

Inspired by the revival of vinyl records in this digital age and the music we love, 80's record bags were taken as the design motif. The unique square shape is based on traditional Japanese Origami ( the art of paper folding ) and Yose-zaiku ( marquetry ) techniques. Our design includes practical daily-use features that make it easy to store items such as smartphones, tablets and drink bottles. Entirely constructed from folded layers of 100% organic cotton sailcloth, this bag boasts a soft silhouette and deep texture, qualities that petroleum-derived synthetic fibres and leather products lack. Representing ethical luxury, it exclusively utilises the finest cotton textile, advanced natural dyes, and high-quality metal components. The bag, including the metal components are meticulously made in Japan by skilled craftsmanship. Holds up to approximately 20 vinyl records.







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## CREATION PARTNERS

### Komada Shokufu Cotton canvas textile maker ( Takashima Hanpu )

Komada Shokufu is a textile maker who has inherited the excellent quality of traditional Takashima Canvas, which started as a yarn-twisting workshop in the 1930s. ESC's finest bespoke canvas textiles were created through their traditional craftsmanship, unflagging passion, and aspirational wisdom, with a shared ambition to bring new ethical values to traditional textiles.



### Furuhashi Weaving Cotton typewriter textile maker ( Enshu-men Orimono )

ESC's typewriter textiles are custom-made ( high-density plain weave/100% organic cotton / unbleached ) by Furuhashi Weaving, a long-established textile maker founded in 1928 that continues to create new values in Enshu textiles through the wisdom of the next generation. Using highly rare and valuable old-style shuttle looms, which require substantial experience with artisanal techniques, craftsmen weave meticulously with as little strain as possible on the threads, producing the finest texture that brings out the inherent richness of the natural cotton.



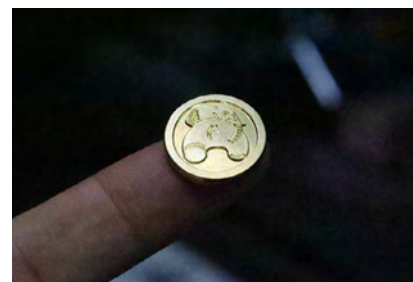
### Okuda Print Innovative dyeing studio for herbal and mineral dye ( Madder, Lac, Iron, Stannite )

Okuda Print, the long-established dyeing studio established in Meiji era ( 19th century ), is one of the leading successors of Hachioji city's dyeing heritage which adds new artistic value to the fabrics through dyeing innovation and profound artistry unique to Tokyo. Our collaboration with ESC resulted in contemporary textile colourways and dyeing artwork, which was driven by the idea of maximising the beauty and ethical value of authentically natural materials in both dyestuffs and textiles and combining skilled craftsmanship with the ingenious ideas and passion of a new generation.



### Aotani Seisakujo Long-established insignia foundry

The emblem which symbolises the diverse craftsmanship that creates ESC's products, is made by Aotani Seisakujo, a metal insignia production company established in 1952 that has inherited superior casting craftsmanship. The secret to producing a quality that cannot be achieved by mass production-first manufacturing is an old-fashioned friction press machine that can only be managed by skilled artisans.



### Sewing workshop Quality and ethical production partners

All ESC products are manufactured meticulously in Japanese sewing workshops that possess outstanding sewing techniques and ethical standards. Our production partners are responsible for the production of innovative, high-quality Japanese brands that continue to influence the world's top designers, and who work with the government on concrete, ethical action with the utmost respect for sewing staff and local communities.







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## INFORMATION

BRAND NAME	ESC ( イーエスシー )
BRAND / EC WEBSITE	esc-tokyo.com
BRAND SNS	Instagram : esctokyo YouTube : @esctokyo
SALES CHANNEL	DTC exclusive at the launch phase ( International EC )
COMPANY NAME	Elephant Street & Co. Inc. ( エレファントストリート株式会社 )
CREATIVE DIRECTOR / CEO	Shinji Komine ( 小峰 信治 )
DESIGN	Team design
COMPANY LOCATION	Tokyo, Japan
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PRESS CONTACT	ESC Press Room Attn : Maria Komine ( 小峰 マリア ) Email : press@elephant-street.com
MEDIA KIT / PRESS SAMPLE	On request ( please contact our press room )
LOOK BOOK	<a href="https://esc-tokyo.com/en/pages/lookbook">https://esc-tokyo.com/en/pages/lookbook</a>
PRESS RELEASE	<a href="https://esc-tokyo.com/en/pages/pressrelease">https://esc-tokyo.com/en/pages/pressrelease</a>
CREDITS	SS24 COLLECTION BRAND VISUAL PHOTOGRAPHY - Tokyo Photographer : Riku Ikeya, Make-up : Ebara ( W TOKYO ), Hair : Ryo ( THE OVERSEA ), Styling : Kose T. Models : Sakura Endo, Kai De Torres ( from the band Gliico )  365 COLLECTION BRAND VISUAL PHOTOGRAPHY - Paris Photographer : André S., Make-up : Yasuko Sudo, Hair : Daiki ( SUPERSTARS PARIS ), Styling : Kose T. Model : Amina Hachlaf  LOOK BOOK PHOTOGRAPHY - Tokyo Photographer : Kentaro Ohama, Hair / Make-up : Ebara ( W TOKYO ), Styling : Kose T. Models : Saya Burrows, Mikiya Nakano ( TOMORROW TOKYO )  BRAND DESIGN Brand creative direction : Shinji Komine, Brand design : Shuichi Ikejiri





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