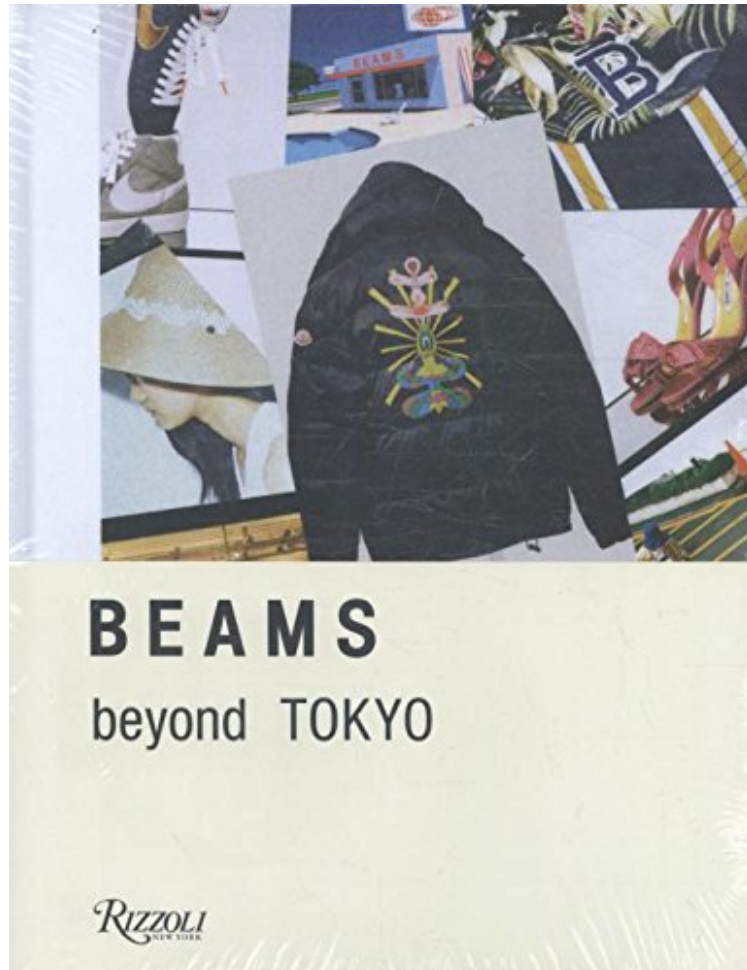


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BEAMS: Beyond Tokyo

From Rizzoli

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#288111 in Books Rizzoli 2017-02-14 2017-02-14 Original language: English 12.10 x 1.10 x 9.401, 1.25 #File Name: 0847848876256 pages256 PagesHard Back Author: Sofia Coppola Published: February 2017 | File size: 48.Mb

From Rizzoli : BEAMS: Beyond Tokyo before purchasing it in order to gauge whether or not it would be worth my time, and all praised BEAMS: Beyond Tokyo:

0 of 0 people found the following review helpful. Permanent on the coffee table By Ravi Mongia Incredible coffee table book that recaps the history of the brand through its many collaborations. I enjoyed flipping through the pages and taking in the unique product photography. As a Beams fan, it was really refreshing to read interviews from people they've worked with to get their take on the brand.

The first look at Japanese fashion brand BEAMS and its evolution into one of the most significant arbiters of streetwear style and contemporary cool. BEAMS, which started as a small shop in the Harajuku district of Tokyo in 1976, has since grown into an influential fashion brand and an arbiter of style in Japan and beyond. To best serve the

ever changing patterns of life for new generations of consumers setting trends in fashion and streetwear for over four decades, BEAMS puts collaboration at the core of its philosophy, helping it to become a magnet for young designers with crisp and dynamic ideas. BEAMS offers readers an exclusive look at the inner workings of one of Japan's most innovative fashion brands. Highlighted within are key collaborations between BEAMS and brands including Adidas, Nike, Reebok, and Levis and renowned photographers such as Mark Borthwick and Terry Richardson. Complete with photographs, sketches, and in-depth essays by curators and collaborators, this book presents a detailed look into BEAMS and its four decades of bringing together the best emerging talent with international designers.

"Beams: Beyond Tokyo takes us to Japan, where the 40-year-old retailer gained cult status by collaborating with iconic Western brands and championing of-the-moment labels like Kim Gordon's X-Girl and Sofia Coppola's MilkFed." *W Magazine* "Rizzoli highlights major moments in BEAMS's wonderfully collab-centric history with its first-ever book on a Japanese retailer." *Fader Magazine* "Complete with photographs, sketches, and in-depth essays by curators and collaborators, this book presents a detailed look into BEAMS and its four decades of bringing together the best emerging talent with international designers." *Hypebeast.com* "Since its inception in 1976, BEAMS has been helping define entire dress codes." *Gwarizm* "Now, you get to see the street style of the occupants of Harajuku from different generations." *Preen* "Director Sofia Coppola collaborates on this new volume, which examines the funky world of the edgy Japanese label." *RealStyleNetwork.com* "In celebration of its 40th anniversary, beams has teamed up with publisher rizzoli for the release of beams beyond tokyo, an english and japanese language, hardcover publication which presents an exclusive look at the inner workings of the retailer and its sizeable archive of collabs with brands, designers and artists." *SuperFuture* "BEAMS, the book, is testimony to the business of fashion as well as to the creative minds that are rarely if ever celebrated. Think of it as fashion seen from the back offices or from an insiders point of view. There is much to be gleaned from this book. In essence, BEAMS is an educational, instructional, and enjoyable read." *New York Journal of Books* "celebrating 40 years of Beams, the guiding light of Tokyo youth culture" *i-D Magazine* "In the four decades since its founding, Beams has blossomed into a global empire, including multiple locations, various in-house lines and worldwide recognition as a trailblazer." *Los Angeles Times* "To celebrate the ongoing success of the now global retailer, Rizzoli is releasing a new monograph... The 250+ page hardcover highlights the most notable collaborations with multiple essays and interviews with notable designers and photographers." *The Field* About the Author Sofia Coppola is an American screenwriter, director, producer, and actress. Stella Ishii is the president and founder of The News Inc. Toby Bateman is the managing director at Mr. Porter. Jonathan Barnbrook is a graphic designer and typographer. Nigo is a fashion designer, DJ, and record producer best known as the creator of A Bathing Ape. Chitose Abe is the designer and creative director of Sacai.