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Style

As Spring 2023 Rolls Around, Kenzo Creates New Menswear Inspired By Denim

For this Spring 2023 show, Kenzo incorporates Denim into his Ready-to-Wear Collection

BY NUALA RAFFERTY

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Photo Courtesy of Vogue Runway

This Spring 2023 Ready-to-Wear collection designed by Kenzo Takada was during fashion week in Paris, Kenzo incorporated his annual themes which included denim to give it more of a preppy look. Kenzo decided to break out from the norm and add something more trendy, preppy and retro look. Kenzo has many different looks throughout Spring and Summer that celebrates their cultural diversity. This brand is known for their spectacular designs and very bold prints and patterns. For this collection he was thinking of double denim. In this collection we see denim jackets, trousers, baggy jeans, accessories made out of denim, etc. For this specific look, the model is wearing a long dark denim dress with incorporations of buttons,

white stitching in the form of stripes and an embellished rose patch added on the top. This outfit is paired with many accessories including the yellow handbag as well as the hat that also has the rose patch on the side. The upcoming collection of Kenzo is highly wanted by their consumers. They sell pieces with diversity and meanings which I think is what makes a brand more successful.

My attention was drawn by many pieces in this collection but this one takes the cake. With this piece, you can really see what Kenzo was trying to do with it. The gray and black checkered suit with a red and white striped collar and a denim tie. This is one of my favorite looks in his collection. Nigo is constantly trying to find its new path and decided to take things up to the next level with the double denim which is all sourced from Japan. Nigo said “he feels that they understand his vibe and then they’re also adding to it with their own sensibility.” Kenzo is a well known brand and most of their fabrics do come from Japan itself. This is because he wanted to incorporate Asian styles to European and he wanted it to be sensible. He believes that they know his goals and directions he wants to go in when creating his products with the use of denim.



Photo Courtesy by Vogue Runway



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In this collection he had kept the trend and theme very specific with the use of colors. The dark denim is seen as more sufficient in this collection with pops of color in the accessories. In this look she is wearing long high waisted plaid trousers with a blue patterned camisole underneath. The added accessories of the mustard yellow handbag, striped scarf and kenzo branded hat draws lots of attention at first glance which can intrigue consumers to buy it. Each piece finds its level of denim, meaning that each outfit incorporates a little bit of that fabric. Throughout this collection you can see how Nigo puts in a lot of effort with choosing what

part of the outfit should be denim. However, the double denim is an iconic look and was known as the most popular look.



Looking at this last look you can put emphasis on the whole trend Nigo was going for and that was the dark denim loose fitting jeans. At glance this was the first thing I laid my eyes on. The stitching on the jeans are inside out to be visible as well of the hem on the side of each leg. Similar to the other pieces in the collection, the denim is the main look while the accessories add the color. In this look, the model is wearing a green cap along with a scarf that perceives it as a preppy look. Kenzo is known for fashion with incorporations of nature and the celebration of cultural diversity. Till this day, the creator of Kenzo, Nigo has made millions of unique mixed pieces with his sophisticated creativity and optimism.



